

Degree Program Tourism

Module 786b

## Bachelor Thesis 2016

### A market analysis of the attractiveness and the promotion of Thailand for families



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## ABSTRACT

This paper treats the research question of “How attractive is Thailand for families as a beach holiday destination and how can Gretz Communications AG better promote Thailand to Swiss families”. The objectives of this study were to identify the Swiss families’ holiday preferences, Thailand’s touristic offer for Swiss families regarding Phuket, Ko Samui, Krabi and Khao Lak and to find the most effective marketing channels for Gretz Communications AG to better promote Thailand to Swiss families. Secondary research has been done, a quantitative survey among parents from the German- and French-speaking parts of Switzerland has been carried out and travel catalogues have been analyzed according to their family-friendly offers in the mentioned destinations. The most important findings were that positive word of mouth from friends, relatives and travel agents along with articles in magazines/newspapers, are the most used channels by Swiss families to become aware of a destination and to gather information about it. The respondents who consulted a travel agency will most likely book through them and not via internet. Ko Samui has been evaluated the respondents’ preferred family beach holiday destination of Thailand and most of the parents would recommend Thailand to other families. The two most often mentioned expectations of a family beach destination are receiving good value for money and the hotels being directly located by the beach. The families’ expectations are not an important criterion for the choice of the preferred destination, it stands in a very significant correlation with the overall satisfaction of the family vacation. It is therefore important to focus on the family members’ expectations when launching a marketing activity in order to promote the right destination to the right family member. In conclusion, Thailand has been evaluated as an attractive beach holiday destination for Swiss families, as many family-friendly hotels and activities are available.

Keywords: Family tourism, Thailand, beach destination, destination marketing, Swiss families

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## FOREWORD AND ACKNOWLEDGEMENTS

The motivation for choosing to analyze family tourism in Thailand and its promotion in the Swiss market was based on different reasons. First of all, I was on holiday in Thailand for one month during summer 2015, which grew my interest in the country and its tourism industry. Secondly, I was responsible for the mandate Tourism Authority of Thailand in Thailand (TAT Switzerland) during my internship at Gretz Communications AG (GCPR) where I worked closely with the Thai service providers, Swiss tour operators and travel agencies in order to promote Thailand in the Swiss market. As I encountered many families asking for advice for family holidays in Thailand, I decided to find out more about this subject.

The aims of this study are to analyze Thailand's touristic offer in regards of Swiss families' needs and expectations of a family beach holiday in addition to providing Gretz Communications AG with the necessary knowledge and inputs to better promote Thailand as a beach holiday destination to Swiss families in the German- (G-Version) and French-speaking parts (F-Version) of Switzerland. This is as well the point where it differs from other research papers on this topic. Only few papers about family tourism in general, and more specifically about family tourism in Thailand, are available. Therefore, this paper seeks to combine the two aspects into one research paper about family tourism in Thailand and its specific promotion to Swiss families. The scope does not include the Italian- or Rhaeto-Romanic-speaking parts of Switzerland and mainly targets traditional Swiss families with two children and two cohabitating parents from the middle class. It does not take into account the growing diversity of families in Switzerland.

The research was carried out through a quantitative survey among German- and French-speaking parents in Switzerland. One of the problems that arose, was the difficulty to reach as many French-speaking people as German-speaking due to my social network and Gretz Communications AG's newsletter subscribers being mainly based in the German-speaking part of Switzerland. The second problem concerned the creation of the online questionnaire in two languages on which I made some mistakes in the programming. This led to difficulties in analyzing the gathered data of both language versions together. The third problem was that I realized the research question was rather broadly composed which made it difficult to stay on track and not to digress.



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I would like to share my gratitude to Mr. Gere Gretz of Gretz Communications AG, who permitted me to send the questionnaire to all subscribers of the Thailand newsletter and to share it on the company's social media accounts. I also want to thank every person who was willing to answer my survey and share it among his or her friends and family members, enabling me to make interesting discoveries for my bachelor thesis. I especially want to express my gratitude to Mr. Manu Broccard, the professor who supported me throughout the writing of this bachelor thesis with his valuable advice, availability and genuine interest in this topic. Last but not least, I am very grateful to Ms. Cindy Voide who was willing to proofread my bachelor thesis.

## **LIMITATIONS**

While this bachelor thesis focuses on family tourism in Thailand, there are limitations that restrict the completeness and extensiveness of this research paper. It only concentrates on Thailand, especially on the beach destinations of Phuket, Khao Lak, Ko Samui and Krabi. The study includes a broad range of touristic offers for families within Thailand including activities, hotels and destination knowledge, it is however not a conclusive list of all touristic products and services offered in the market. It must be kept in mind that the touristic offer, as well as the demand, continuously changes and that this study targets traditional Swiss families from the middle class and does not take into account the growing diversity of families in Switzerland and in the world. No secondary source, specifically about Swiss families travelling for family holidays to Thailand, has been found. Therefore, secondary sources about family tourism in general and the information of families from around the world travelling to Thailand were used, as their findings are expected to be similar to the ones for Thailand.

The survey is exclusively about family beach holidays and does not include any other types of family vacation. Furthermore, it has only been carried out in the French and German parts of Switzerland, which limits the study to the differences regarding the Italian- or Rhaeto-Romanic-speaking parts, as well as the rest of the world concerning family tourism in Thailand. Furthermore, this study has only been addressed towards mothers and fathers, but not towards children and it does not specifically take into consideration single parent families, gay or lesbian families, nor families including more than the two mentioned generations. As only 15 French-speaking individuals compared to 101 German-speaking people with children have answered

the survey, the results of the German versions are hard to compare with the ones of the 15 French-speaking respondents. Additionally, the data of the 15 French-speaking respondents do not necessarily provide representative data about the entire French-speaking Swiss family market. Their children are between the ages of zero and 52 years, which further limits the results being completely accurate regarding the specific market of Swiss families with children between the ages of six to 12 years. However, it is important to narrow family tourism to a specific target market, as various family constellations exist. The restriction on families through the age of the children makes it more difficult to find families which match the targeted segment, but also enables to write more specific survey questions, as the children's interests change from newborns until adulthood. The age restriction also limits the completeness of the whole family tourism market, as well as the selected criteria of evaluating a hotel as a family-friendly hotel. If a hotel does not have at least one of the criteria mentioned in the "workable definitions", they have not been taken into account. Furthermore, there might be hotels available which were not mentioned in the evaluated brochures of Swiss tour operators (TO) and travel agencies (TA) or on booking.com. It can also not be guaranteed that every hotel is promoted as family-friendly hotel, although they would be pleased to welcome families and children. Nevertheless, the findings presented in this study can serve as a basis for further research studies on family holidays in Thailand.

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## LIST OF ABBREVIATIONS

F-Version	Survey analysis of the version of the French-speaking part
HES-SO	Haute Ecole Spécialisée de Suisse occidentale
GCPR	Gretz Communications AG
G-Version	Survey analysis of the version of the German-speaking part
TA	Travel agency
TATIC	TAT Intelligence Center
TAT Switzerland	Tourism Authority of Thailand in Switzerland
TO	Tour operator

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## INTRODUCTION

This paper addresses the topic of the attractiveness and the promotion of Thailand as a touristic holiday destination for families in Switzerland. As families can be very diverse, this paper specifically treats Swiss families with at least one child between the age of six and 12 years. Therefore, this study investigates: “How attractive is Thailand for families as a beach holiday destination and how can Gretz Communications AG better promote Thailand to Swiss families”. In order to give an answer to this research question, this paper focuses on the families’ needs and desires regarding a family holiday at the beach, what the Thailand’ beach destinations of Phuket, Ko Samui, Krabi and Khao Lak have to offer to families and how Gretz Communications AG (GCPR) can better promote those beach destinations to Swiss families for its mandate from the Tourism Authority of Thailand in Switzerland (TAT Switzerland). The literature review provides general information about the topic, which is followed by the results of a survey among the parents of Swiss German- and French-speaking Swiss families, an evaluation of Thailand’s family offers based on several travel agents’ and tour operators’ travel catalogues and some recommendations for Gretz Communications AG. The analysis of the gathered data, as well as recommendations for Gretz Communications AG provide an insight in how to better promote Thailand to Swiss families. This paper is therefore addressed towards Gretz Communications AG and the TAT Switzerland, as well as the trade who wants to promote the family tourism industry in Thailand and sell its products and services.

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## 1. LITERATURE REVUE

According to Schänzel, Yeoman & Backer (2012) families are a very important segment in the tourism industry, as one in four of all vacation trips are undertaken by families in the UK. Young people are current and future consumers, which makes them an important target segment for destination marketing. However, this segment receives far less attention than it deserves, as research indicates that families are not even willing to give up family holidays during economic hardships. However, according the focus on family holidays has increased during the last years (Schänzel & Carr, 2015) and they are now the main target group for many holiday destinations (Vestergaard-Mikkelsen & Stilling-Blichfeldt, 2015).

### 1.1. SOCIO-DEMOGRAPHIC CHARACTERISTICS AND FAMILY MODELS

When looking at families from a touristic point of view, families differ from other tourists regarding their “strong focus on social values, such as family togetherness, creating family memories and generativity” (Schänzel et al., 2012, p. 3).

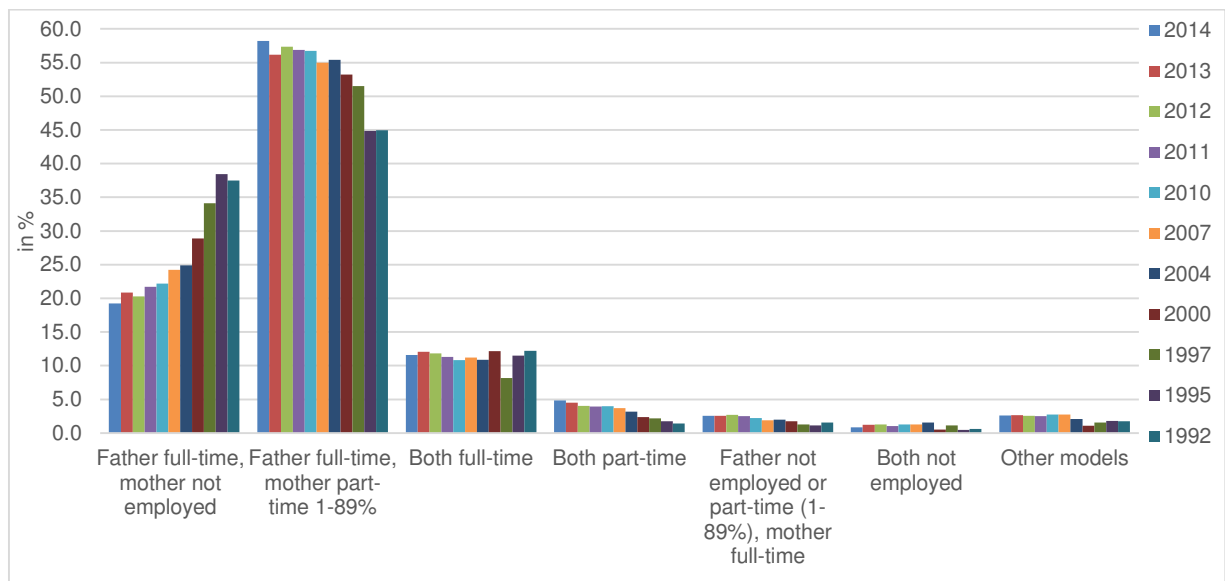
#### 1.1.1. Income and expenditures of families as tourists

The matter of cost was an important theme during a study conducted by Schänzel et al., 2012. Families stated a strong sense of value for money and mentioned space as an important factor, meaning the provision of at least three bedrooms, all-inclusive packages and free accommodation and food for their children offered at the holiday accommodation. Furthermore, the more families spend for their family holidays and the more they rely on single incomes, the more effort they require for planning and saving up for the holidays. It therefore results in a significant disappointment if the holidays are not relaxing (Schänzel et al., 2012).

According to Schänzel et al. (2012, p. 30) “The OECD (2008) identifies higher rates of female participation in the labour market, higher divorce rates, more single parents, rising and longer enrolment in education, growing numbers of elderly, higher numbers of foreign-born population and ethnic diversity as demographic trends that will change structure in society.” Husbands were traditionally working, while the wives were at home and looked after the children. The roles nowadays are changing, as today’s women are well integrated in the labour market and tend to work at least in a part-time job (Schänzel et al., 2012). This change leads to an increase of families with two incomes (Schwab & Dustin, 2015). The graphic of the Bundesamt für Statistik (2015a) shows a clear trend towards dual earning families in Switzerland, although their sample only contained 50 families, which makes it a small share

compared to the overall population of Switzerland. The statistic shows on one hand that from 1992 to 2014 it became rarer that only the fathers were employed. On the other hand, the number of part-time working mothers has increased over the time, which is visualized in the table below. Further information can be found in Appendix I: Occupation models of couples with their youngest child at the age of 7-14 in a household.

Figure 1 – Occupation models of couples with their youngest child at the age of 7-14 in a household



Source: Table by the author based on Bundesamt für Statistik (2015a)

The dual earning also allows families to spend more money during holidays, which was according to Bundesamt für Statistik (2015b) CHF 166.- per day for an international trip in 2014, while the statistic of the Department of Tourism, Ministry of Tourism and Sports (2015) states that Swiss tourists spent on average THB 4,307.92 per day in Thailand in 2014, a growth of 6.67% compared to the previous year. With an exchange rate of THB 1 = CHF 0.0281 on the 15<sup>th</sup> of August 2016 (OANDA Corporation, 2016), this is an average daily expenditure of CHF 121.03 per person. According to Schänzel et al., 2012, p. 40, "In the UK, household disposable income grew threefold in real terms between the early 1950s and 2008, an annual growth rate of 2.5% per annum." Especially the tourism industry has benefited from the trend during this period, as families spend more of their disposable income for culture, experiences and out-of-home expenditures (Schänzel et al. 2012). The statistic of the Department of Tourism, Ministry of Tourism and Sports (2015) shows that the largest group (29.01%) of Swiss

visitors to Thailand has an annual income of USD 80,001 and over, followed by the second largest group (18.72%) with an annual income between USD 20,000 and USD 40,000 in 2014.

However, it should be kept in mind that families with a low income are not always able to afford family vacations.

In a consumer-driven society, the inability of a family to take a holiday together, or even engage in some form of family leisure, may have social implications for the identification of the parents as good parents and the family as being a happy one (Carr, 2011, p. 28).

### **1.1.2. Swiss tourist arrivals in Thailand**

The statistic of the Department of Tourism, Ministry of Tourism and Sports (2015) shows that 62.87% of all Swiss tourists visiting Thailand in 2014 were male and only 37.13% of all arrivals from Switzerland were female. Their data of 2014 show that 10.79% of the arriving Swiss tourists were under 25 years old, 25.10% between the age of 25 and 34, 18.43% between 35 and 44 years old, 22.31% between 45 and 54, and 23.38% 55 years and older. The highest percentage of the visitors' occupation was professionals & admins with a share of 62.88%, whereas only 1.92% was housewives. Furthermore, 92% of all Swiss visits to Thailand were for the purpose of holiday, only 1.32% travelled for the purpose of MICE and 6.68% had other reasons. 27.02% of all Swiss visits were first timers, and 72.98% were repeat visitors. Moreover, according to the statistic of the Department of Tourism, Ministry of Tourism and Sports (2015) the average length of stay of Swiss tourists in Thailand was 16.63 days in 2014. Nevertheless, families have time constraints regarding travel dates and holiday duration, due to school holidays. Parents, especially from low-income families, seem to have become more willing to take their children out of school for family holidays in order to profit from off-peak holiday prices (Schänzel et al., 2012).

Swiss tourists do not need a visa if they stay for maximum 30 days in Thailand and if they have entered the country by plane (Royal Thai Embassy Bern, 2015). If they arrive in Thailand via overland route, they are only allowed to stay for maximum 15 days. Adults need to apply for a visa if they wish to stay longer. The same conditions apply for minor tourists who are registered in their parents' passport, as well as children with their own passport (Royal Thai Consulate General Zurich, n.c.).

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## **1.2. PERCEPTION OF FAMILIES IN THAILAND**

Thailand is perceived as a relatively safe country to travel with children (Brash, Bush, Skolnick, 2014). Family life is quite important to Thai people (Jones, 2014) and women receive a high social status if they have given birth to a child (Whittaker, 2015). Especially young children are very much loved by Thai people and get a lot of attention (Brash, 2014). “Children in Thailand are believed to bring happiness to a family and tighten the bonds between a family, especially between the mother and her in-laws. Therefore, children are highly valued in Thailand” (Whittaker, 2015, p.15). It is common in Thailand that the grandparents live together with their children and grandchildren (Jones, 2014). The children are brought up to respect their parents and grandparents (elder people in general) and to behave politely. Within a Thai family, younger siblings are expected to respect the older ones (Jones, 2014). “Whereas large families were highly valued in the past, today families with 2 children are seen as ideal, as the cost for education has risen” (Whittaker, 2015, p.55). Marriages in Thailand are still regarded as business rather than a connection of two people in love (Jones, 2014). In 1997, the constitution of equality rights between men and women was written down (Romanow, 2012). Both spouses work nowadays, but in some rural areas this change has not taken place yet and the women are still in charge of the house (Jones, 2014). It is also argued by Romanow, 2012, that the change towards equality has not fully taken place, as many women are still mistreated at home and discriminated at work. Nevertheless, the situation of women in Thailand has improved a lot since the new law. Thai women are better emancipated compared to other Asian countries and some of them are highly educated and hold important jobs such as directors, teachers etc. (Jones, 2014).

## **1.3. TRAVELLING WITH CHILDREN**

Regardless of the type of holiday or of the region, safety is a very important factor for families, as well as giving the children the possibility to enjoy themselves independently in order that the parents can have some time away from their offspring (Vestergaard-Mikkelsen & Stilling-Blichfeldt, 2015). Parents pay much attention to safety and hygiene during trips whereas children just look for fun and enjoyment. Parents are scared that the environment could harm their child when they are not constantly observing it (Carr, 2011). They only let it become more independent at the age of approximately 6 taking into consideration its character too. A toddler for example will be longer looked after by its parents (Vestergaard-Mikkelsen & Stilling-Blichfeldt, 2015). Children often want to pursue their own interests, while mothers are

worried about their safety, which can lead to arguments between the parents and the offspring over safety and the freedom to explore and take risks (Schänzel et al., 2012). Children, especially young ones, are more vulnerable to contract illnesses and get more often injured than parents while on holidays. Because of the exposure to the sun while on vacations, parents must carefully look that their children do not get sunburned and apply sun cream in order to decrease the risk of getting skin cancer in later years (Carr, 2011). It is recommended to take sunscreen, insect repellent, a medical kit and general antibiotics on holidays to Thailand. Families should have the basic vaccinations that are also required in Switzerland and be aware of the Dengue Fever, Hepatitis A and B, Influenza, Leptospirosis, Malaria, Measles, Rabies and Typhoid (Brash et al., 2014). Furthermore, the change of nutrition or of different preparation of the food in other countries can affect children and cause diarrhea. In addition, children might not be fond of the unfamiliar or poorly presented food in other countries. Some restaurants serve families with children quickly in order to reduce boredom or even provide the children with pens and paper, or toys to distract them while waiting. However, it is argued if these offers are only due to marketing purpose or to really make a family's restaurant experience more enjoyable (Carr, 2011). Thai restaurants are, according to Brash (2014), very flexible in offering child-friendly menus, which are not spicy. Examples of non-spicy meals are grilled or fried chicken, chicken stir-fried with cashew nuts or Thai style omelet and Hainanese chicken rice (Brash, 2014).

It should be kept in mind when attracting families to a destination that tourists with no children could be highly disrupted by children on airplanes or in hotels, which would also decrease their satisfaction of the trip (Schänzel et al., 2012).

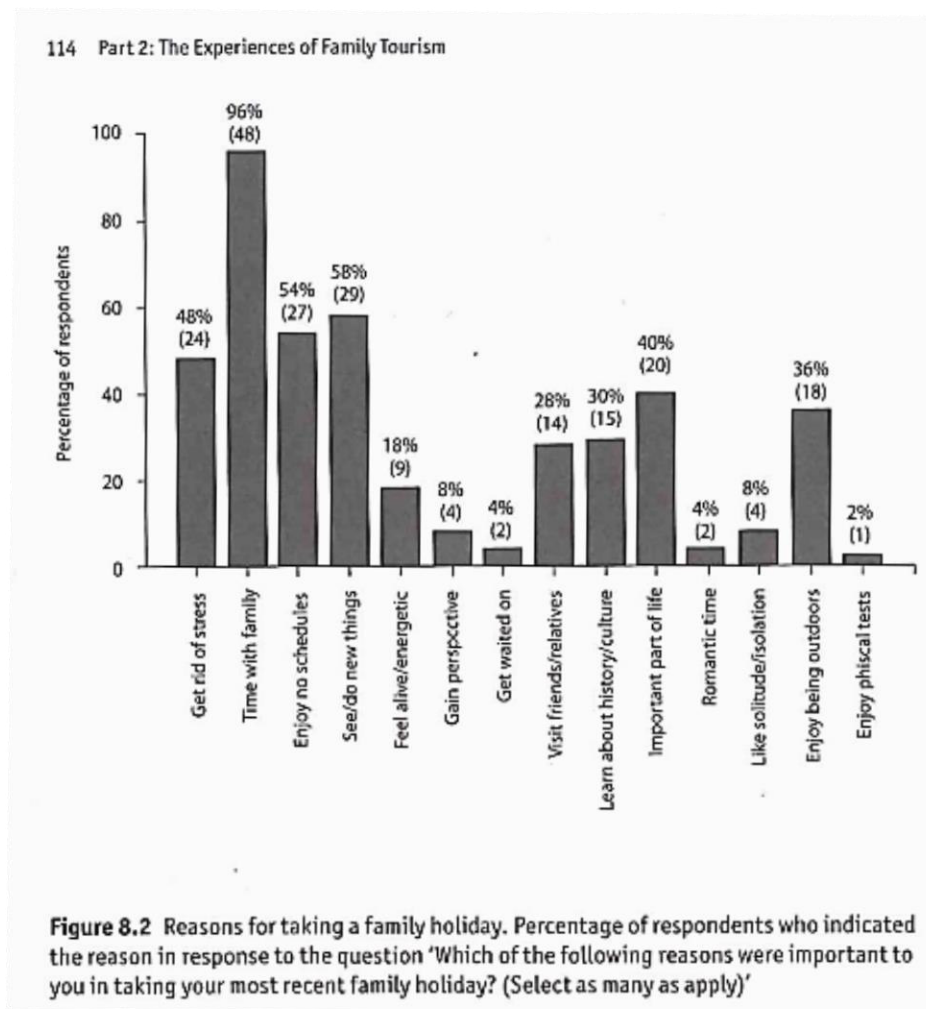
#### **1.4. TRAVEL MOTIVATION**

A person becomes motivated to be a tourist by three factors: 1) some needs, a state of felt deprivation, which might be satisfied by a trip, 2) information, knowledge, and/or feelings about the satisfaction of those needs, and 3) positive expectation that travel will satisfy the needs (Qu & Mongkhonvanit, 2008, p. 7).

Motivation can be created by push or pull factors. Push factors come from within and act as internal drivers that motivate people to travel, such as the need for novelty or escape, whereas pull factors are external motivators such as the attractiveness of a destination, advertisements,

the media etc. that stimulate a tourist's wish to travel from outside. According to a study with 217 respondents from Australia, carried out by Schänzel et al. (2012) the most reasons for taking a family holiday mentioned, were having time with family (96%), followed by see/do new things (58%) and enjoy no schedules (54%). The need to get rid of stress (48% of all respondents) was also mentioned but only 34% actually achieved their goal.

Figure 2 – Reasons for taking a family holiday



Source: Schänzel et al. (2012, p. 114)

According to a study of Qu & Mongkhonvanit (2008) among Taiwanese, Japanese, Chinese, Indian, British, Korean, American, Malaysian, Australian, French, German and people from New Zealand, the major motivational factors to revisit Thailand were "seeing people from different cultures, interesting cultural and historical attractions, a trip to Thailand



worth the value for the money, overall affordability, friendliness of Thai people, and natural attractions” (Qu & Mongkhonvanit, 2008, p. 10). This study shows that good food, shopping and various activities to do increase the likelihood of tourists to revisit Thailand (Qu & Mongkhonvanit, 2008). “About 93 per cent of the respondents were satisfied with their trip to Thailand. Almost 90 per cent of the respondents said that they would revisit Thailand” (Qu & Mongkhonvanit, 2008, p. 19). To understand the needs and desires of all family members is important to promote the correct holidays to the right individual person (Carr, 2011). According to Schänzel et al. (2012), parents seek more relaxation, spending time with the spouse, having no schedules, whereas children look for fun and activities, which make the ideal togetherness hard to achieve. Schänzel et al. (2012) assert the idea that one reason why family togetherness is a driving force for family holidays concerns the fact that people spend more time on doing many things simultaneously and quickly, than actively engaging with each other. This leads to the feeling that a family spends less time together (Schänzel et al., 2012). Carr (2011) states a finding of/in the? Associates Press (2009) that quality time spent as a family in the USA has decreased. During the first half of the 21<sup>st</sup> Century family time accounted for 26 hours a month, whereas in the second half, the amount of time spent as a family dropped by more than 30 percent. However, according to Schänzel et al. (2012) parents spend more time with their children than in the 1960s. In any case, how parents perceive quality time is not always congruent with the perception of the children, as parents do not seem to understand that children need time with, as well as without their families. (Carr, 2011). One example stated is the one of an eight-year-old boy who has been asked “who they would most like to be stranded on a desert island with, friends topped the list at 49%, with parents second at 25%” (Carr, 2011, p. 29).

One reason why parents believe to spend less time with their children is that they spend less quality time together. Today, people more often do things simultaneously instead of spending time with their children with their full attention. This can lead to dissatisfaction with family time, which also leads to feeling guilty for not spending enough time with the children (Schänzel et al., 2012). Family holidays are supposed to strengthen the family bond and to ensure quality time. The driving force for achieving this is mentioned by Carr (2012) to be the desire to be regarded as “good parents”. To step aside and to do activities that the children wish to do is regarded as part of being a good parent. Apart from this, they also want to escape the pressure of work and stress of organizing the family life. Parents have a desire to relax although there are still the parental obligations during vacations and to compensate the lack

of time for doing fun activities with their children. Family vacation is perceived by Western families as an important aspect of a happy family life, parental responsibility and therefore being good parents (Carr 2011). “Time together makes it a holiday” (Carr, 2011, p. 39). This also states the desire of parents to reconnect with the family members (Carr, 2011).

There seem to be travel motivational differences between mothers and fathers, although both believe that spending leisure time as a family is an important factor regarding family holidays (Barlés-Arizón, Fraj-Andrés, & Martínez-Salinas, 2013). According to Watne, Brennan, & Winchester, 2014, parents’ motivational factors are the need for family cohesion and being together. However, women tend to perceive family vacations just as another task, whereas men see it as a source of satisfaction (Barlés-Arizón et al., 2013). Fathers want to cultivate the emotional connection with their children on holidays and see it as a leisure-based task rather than work-like. Mothers, on the other hand, seek some time away from their child-care duties, when doing family activities (Fountain, Schänzel, Stewart, Körner, 2015). Mothers of traditional families already spend more time with the offspring at home than fathers, whereas fathers do more often play with the children during their free time. Thus, looking after the children during holidays seems a daily duty for mothers, while fathers perceive it as fun. Some fathers, however, offer to entertain the children on holidays to give the mother a break to pursue her own interests, for example reading or shopping (Schänzel et al., 2012). Family holidays need a good balance between family time and own time, which can only be achieved through compromises, cooperation and conflicts (Vestergaard-Mikkelsen & Stilling-Blichfeldt, 2015). Nevertheless, according to Schänzel & Carr, 2015, parents seem to enjoy their holidays, when their children have a good time too as quality time together is more important than the amount of time spent together. However, mothers seem to use more time to organize activities during holidays in order to create lasting memories and are therefore even more disappointed when the experience leads to family conflicts. This could be one reason why women are found to have more negative experiences during family holidays than men, as they feel more responsible for others than fathers (Schänzel et al., 2012). When talking about the motivational factors of all family members, two studies carried out by Schänzel et al. (2012). show that children desire to have qualitatively more time with their parents rather than quantitatively and they pay much attention to the way parents spend time with them. As a result, children want unstressed family time, the mothers qualitatively and fathers quantitatively more family time.

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...It is important to understand that the parent is equally a consumer of the services and experiences that the child consumes and must, therefore, also be catered to. Failure to cater to the desires of children is likely to lead to dissatisfied children and potentially disgruntled parents who must bear the brunt of their children's dissatisfaction. This can have negative short- and long-term consequences for the tourism industry, as it dissuades families from repeat experiences and from making positive word of mouth recommendations and potentially alienates the adults of tomorrow. Failure to cater to the desires of good parents, is also likely to lead to dissatisfied parents, with the attendant negative consequences in the tourism industry (Carr, 2011, p.137, 138).

It must therefore be clearly looked at the children's needs and desires too, as they are the consumers of tomorrow (Schänzel et al., 2012). Children believe that family time means having fun. They enjoy spending time with other children, making new friends, playing with their siblings or also alone. Spending time with other children was considered by both parents and children to be imperative for good holidays, which was pointed out in a study by Small (2002) (cited in Schänzel et al., 2012). Children are likely to remember experiences that are new and different from what they know from home (Rhoden, Hunter-Jones & Miller, 2016) and get quickly fascinated by new activities and exploring the region (Carr, 2011). When they enter primary school, they become more independent and start looking for other children to play with (Carr, 2011). Swarbrooke & Horner (1999) encountered in his studies that "During the 5-12 age range, children tend to find play highly attractive and are therefore drawn to holiday experiences and attractions that cater to this, such as beaches, swimming pools and adventure parks" (cited in Carr, 2011, p. 43). According to Schänzel et al. (2012) today's tweens between the age of 8 to 12 years behave older, less child-like, than they used to in the 1960's, which is often referred as "age compression".

As mentioned before, parents want to take their children on activities. However, children do not always enjoy visiting places and would prefer to play freely on holidays. "Therefore, it is hardly surprising when children react negatively to such experiences, which in turn invariably frustrates parents who want to see these attractions and/or expand the education of their children and be seen as good parents" (Carr, 2011, p. 48). Children seem to dislike queuing,

being stuck in the traffic jam and the moment they negatively remembered the most was the departure (Rhoden et al., 2016). They easily get bored during, especially during long journeys, such as driving around in a car. The entertainment system on airplanes can on the other hand be challenging for parents, as they also offer programs that are not made for children's eyes and they might hold the children from sleeping, which could lead to arguments between the child and its parents on the flight (Carr, 2011). Another challenge of long waiting times is at theme parks. They must be well managed in order to prevent boredom. One example was Legoland Windsor in the UK, which provided Lego to play with while waiting, or Disneyland which provided distraction in form of men dressed up like Disney characters between the rollercoasters, in order to reduce the amount of people waiting for their turn. The amount of time people would have to wait was also marked at the very beginning of the rollercoaster. People could then decide if they wanted to wait or to look for another attraction (Carr, 2011).

### **1.5. DECISION MAKING PROCESS**

Some researchers such as Barlés-Arizón, Fraj-Andrés, & Martínez-Salinas (2013) claim, that it is the mother who has a higher influence on the travel decisions and takes the decisions according to her personality, motivation, lifestyle, values etc. She searches for information about family holidays and often takes care of the purchase of the tickets, the packing and shopping. The other decisions such as the holiday dates, holiday length, destination, budget, accommodation, where to eat, places to visit and activities are mostly taken by the parents or even by the whole family. Nevertheless, if women live traditionally and in a conservative way, they are less likely to influence the search for information. On the other hand, the spouse with a professional interest or opinion has a greater influence on his or her partner regarding the activities. However, women do not seem to influence the decision on where to eat on holiday very much (Barlés-Arizón et al., 2013) and according to Schänzel et al. (2016):

The constraints to the selection of a destination, type of holiday or even a holiday itself centre on personal, family, social and situational influences which include gender, age, stage in the family life cycle or life-stage, social class, income and other work-related issues (Schänzel et al., 2012, p. 56).

It has been stated by various researchers for example Schänzel & Carr (2015) that children increasingly influence their parents during the decision making process regarding where to go

on holidays. Watne et al. (2014) assert that the degree of influence that children have on the holiday decision-making process depends on the general way of communication within the family. If families have an open and issue-based form of communication, where children are encouraged to share their opinions, parents are more likely to be influenced by their children. On the contrary, families who underline parental control will be less influenced. "This means that parents and children are most likely to exchange their knowledge about vacations and holidays when the child is encouraged to take an interest in the world of ideas without disturbing the family's hierarchy of opinion" (Watne et al., 2014, p. 691). If parents have a lower education, they are usually more willing to listen to their children and the willingness also increases with the advancing age of the children. Furthermore, mothers seem to listen to their sons as well to their daughters, whereas daughters have a higher influence on their fathers than sons have. Additionally, single parents listen more often to their children than two-parent families (Watne et al., 2014) "Children are no longer submissive to whatever choice their parents make: They want to be involved and be part of the planning process" (Carr, 2011, p. 53). While children are more likely to express their desires, parents are nowadays also more willing to accept their children's inputs and wishes. Children can often take minor decisions on holidays, like what they want to do, whereas parents still choose the destination. Furthermore, parents give their offspring more money to spend, which offers them more freedom to get involved in the family's decision-making progress and to become direct consumers themselves. Marketers target therefore more specifically children (Carr, 2011).

...The lack of attention on the child as consumer began to change in the late twentieth century, as businesses became aware of the huge potential of children as primary market capable of buying things themselves, as an influence market capable of instigating and/or shaping the nature of family purchases, and as a future market (Carr, 2011, p. 110).

Furthermore, the holiday experiences children make during childhood will influence the decisions they will make when they have grown up. This means, that if children are used to long-distance travels they are more likely to see this as a normal part of their life rather than a privilege. People are more likely to return to a destination where they have created good memories during their childhood. However, if they did not like the experiences they had during childhood, they might not go back to the destination when they are adults (Carr, 2011).

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### **1.5.1. Accommodation**

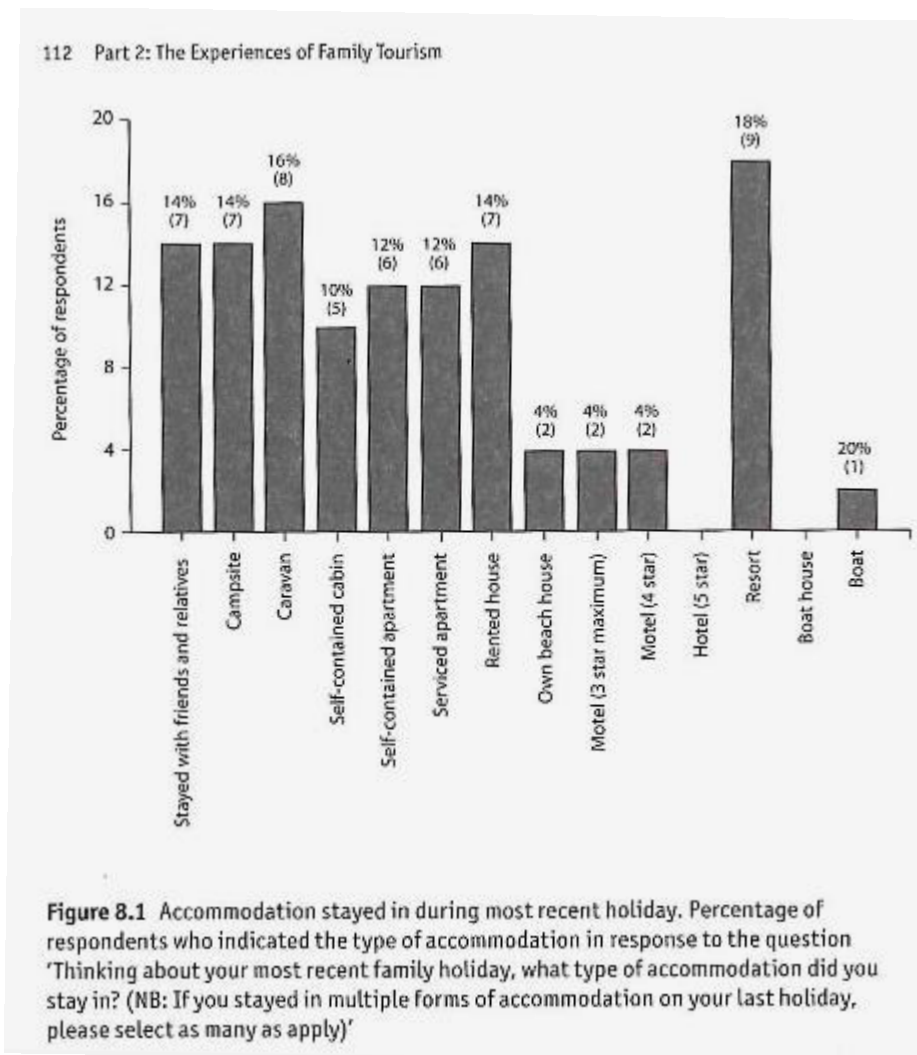
On the market, there are many accommodations that promote themselves as family-friendly according to Booking.com (2016a, b, c, d). However, they need to provide more than just an extra bed that has been squeezed into a double room. A good family accommodation is one that, among other amenities, provides a separate space for the parents and the children in a family room, or offers theme rooms designed with princesses and astronauts for example, such as the Ramada Karon Beach Resort in Phuket (Carr, 2011). “Clubs in some Thai resorts have reportedly gone so far as to offer all-day free ice cream to their child guests,...” (Carr, 2011, p. 127). Furthermore, accommodation facilities understood that they nowadays cannot simply provide a kids’ club but also have to offer other entertainment options, such as game rooms, arcade machines, pool tables and a variety of waterslides at the pool. Furthermore, they need to offer separate activities to the different age groups of the children in the hotel. The clubs for five to 12 years old children ensure that the children have fun in a safe environment (Carr, 2011), but at a certain age, children prefer non-organized and non-supervised activities without adult interference (Vestergaard-Mikkelsen & Stilling-Blichfeldt, 2015). Nevertheless, cultural aspects must be taken into account in order to avoid misunderstandings between the hotel staff and the children, as they otherwise might result in dissatisfaction for the children and the parents. Some family resorts also offer babysitting services and child menus. However, it should be avoided to only serve common children menus, such as chicken nuggets, mini-pizzas and burgers, or letting the child choose between a sweet dessert or fruits, which mostly leads to conflicts between the parents and the child. Child menus should not be too spicy or too complex. Asia was reported to have understood that matter at the beginning of the 21<sup>st</sup> Century and recorded a significant growth in demand for family vacation. One other reason for the growth was the relatively low costs of holidaying in Asia for Western families and an increasing accessibility of travelling to the continent from Europe (Carr, 2011).

As children are seen as individuals who can make decisions themselves, they also need time where they can do what they want. Caravanning is one kind of accommodation that provides each family member with the freedom to choose between family time and own time. Children starting from the age of 6 years just tell their parents where they will go and come back a few hours later. The parents feel at ease to let their children go out of their sight for some time, as the campground is perceived as a safe environment. Families look after each other’s children while the kids can enjoy playing with children from other cultures without the permanent surveillance of their parents. Children sometimes even prefer to stay with their new

friends instead of going to an amusement park for example. At the same time, the parents can enjoy some togetherness as a couple and do not need to entertain the children. This type of accommodation provides a balance between family time and own time that is needed to keep the family holiday as a positive experience in mind (Vestergaard-Mikkelsen & Stilling-Blichfeldt, 2015). According to Schänzel et al. (2012) the accommodation has a relatively significant influence on the satisfaction of a family holiday. If the accommodation fails to provide the adequate service, it can lead to stress due to additional work on holidays for the families. Examples for an inadequate service can be that there is only an extra bed in a family room than actually two rooms, the children kept escaping because there were no locks on the door, the children did not sleep enough and kept waking up early in the morning due to poor blinds which also made it hard for a nap during the afternoon, no or only small washing machines although it was indicated in the brochure of the hotel, or encountering only four seats in an apartment for five people. If these small things were rectified, families could have experienced stress-free holidays. According to a study of Schänzel et al. (2012), 18% of the families stayed in resorts during their latest holidays, followed by caravanning with 15% and rented house with 14% of all answers, which can be seen in the figure below.



Figure 3 – Accommodation stayed in during most recent holiday.



Source: Schänzel et al., 2012, p. 112

### 1.5.2. Activities

When looking at a family, parents seek for relaxation, sightseeing, reading books, going for a run or enjoying the time as a couple alone, whereas the children prefer physical activities, playing and having fun (Vestergaard-Mikkelsen & Stilling-Blichfeldt, 2015). According to Carr (2011) parents are focused on leisure activities that bring an educational benefit to their children. The learning outcome should benefit them to better integrate in the adult society and to find a job later on in their lives. This kind of play is called structured play, whereas unstructured play means that children play without the involvement of an adult for example



creating fortresses out of sand on a beach. However, parents seem to see unstructured play as unproductive, although it gives more freedom and offers many more opportunities to create the children's own gameplay. One issue that enhances parents' desire to create structured play is their fear that their child could get harmed while playing unobserved. Nevertheless, it is also important to see here, that being away from their parents during holidays has a great impact on how children perceive their holiday experience, especially when they become teenagers. Parents as well need time away from their children. Especially mothers complain about the burden to look after the children 24/7, while for the father the time spent with his children is perceived as fun. However, parents seem to need time away from the offspring and enjoy their togetherness as a couple in order to fully enjoy the holiday experience. Some parents do therefore also like to profit from a kid's club that takes care of the children for a moment. (Carr, 2011).

Parents often take their children to zoos, play grounds, or theme parks where children also engage in an educational experience, called edutainment comprised of the words education and entertainment. Yet, these attractions must pay attention that they find a good balance between fun and education. If it is too intensely focusing on fun the children will not learn anything, but if it is too educative children will not have fun which decreases the overall satisfaction of the attraction. As families especially go to such an attraction for relaxation and having fun in the first place, the overall satisfaction will be reduced if this desire is not met. Marketers must therefore find the thin line between entertainment and education (Carr, 2011).

"In addition to providing entertaining educational opportunities, a wide variety of tourism attractions increasingly provide experiential learning options that allow children to engage with things in a way that transform them from passive to active learners. Active learning opportunities may be facilitated within tourist attractions by, among other things, demonstrations, volunteer or expert talks, touch tables, direct contact by visitors with exhibits, and multimedia factual information" (Carr, 2011, p. 88).

Through the active engagement of the visitors, tourism wants to increase its revenue by making them more attractive and target children for educational, as well as economic reasons (Carr, 2011).

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“Another increasing trend has been towards organized activities for children - notably sports activities – which are perceived by parents as safe and ‘good’, at the expense of free play; this trend has been lamented by child development experts [...] The facilitation of children’s participation in organized leisure activities clearly ties to new ideas of parenting and the fulfillment of parental responsibilities along with changing gender roles” (Schänzel et al., 2012, p. 23).

Eating out, seeing animals in zoos, sanctuaries or safaris, playing at the beach, meeting new friends, spending time with their families, being entertained by entertainers at the hotels and learning through play, as well as physical activities such as surfing, body boarding, football and biking seem to be very important factors for positive holidays experiences for seven to 11 years old children. They also perceived good weather, the different scenery and the availability of sport facilities (football, bike hire, golfing) and theme parks as fun, whereas cultural sightseeing was not considered as “holidays”. Holidays with too many obligations are perceived boring (Rhoden et al., 2016). Fountain et al. (2015) say that family activities can for example be going to the zoo, theme parks, or museums. It is important to offer at such places “multiple opportunities for social interaction, interaction with animals, outdoor experiences, educational experiences, playfulness, relaxation and bonding time with children” (Fountain et al., 2015, p. 353) in order to satisfy all family members.

#### **1.5.2.1. Gender differences**

Barlés-Arizón, Fraj-Andrés, & Martínez-Salinas (2013) state that there are differences between the activities men choose compared to the ones women choose. Men are more likely to search for action, novelties, adventures, or sports, whereas women look for cultural and educational activities, visit friends and relatives. They are also more concerned about safety issues and often prefer to relax more and rest than men.

### **1.6. DESTINATIONS AND BEACHES IN THAILAND**

Schänzel et al. (2012) found in their studies that weather, the age of their children and staying in a luxury accommodation were more important factors for parents for selecting their best holidays than the destination itself. In contrast, having bad weather during holidays negatively influenced the holiday experience and satisfaction (Schänzel et al., 2012). It is

therefore important to know that the best time to visit Ko Samui is from February to September with June to August being the peak season, Phuket, Krabi and Khao Lak from November to April with its peak season in December and January (Brash et al., 2014). Please find four SWOT-Analyses of Phuket, Ko Samui, Krabi and Khao Lak according to their suitability as family beach holiday destination in Appendix II – SWOT Analyses.

Families with pre-school children are recommended to stay in more touristic areas of Thailand, as the fascination for children there is smaller than elsewhere, which provides more relaxed holidays, as Thai people tend to talk and like to hold one's child (Brash, 2014). Additionally, children might have more touristic attractions offered in these destinations (Carr, 2011). Anyway, Thailand has various activities to offer that can be attractive for families with children between the age of six and 12, such as snorkeling, yachting, hiking and jungle trekking, canoeing, shopping (Qu & Mongkhonvanit, 2008), visiting theme parks, zoos and museum (Brash, 2014). Phuket, Ko Samui, Krabi and Khao Lak offer a lot of "wildlife encounters, waterfall spotting, and organized water sports ideal for children aged six and older" (Brash, 2014, p. 45). Cultural encounters can be interesting and attractive for children too, such as temples, especially the ones in the forests (Brash, 2014), which contradicts the statement by Rhoden et al. (2016) which says that children perceive cultural activities as boring.

### **1.7. MARKETING CHANNELS AND BOOKING PATTERNS**

Finding the right information about a topic has since the invention of the Internet become more difficult than finding information at all. For this reason, the opinions and experiences of family members have become a growing source of influence for holiday purchases. Parents have become more anxious and nowadays also pay more attention to user-generated-content on websites such as TripAdvisor and online forums. Tour operators and travel agencies should therefore host online forums where customers believe to receive truthful information (Schänzel et al., 2012). This is especially important, as of the 210,818 Swiss tourist arrivals to Thailand, only 10.22% of all Swiss tourists to Thailand still book travel arrangements, whereas 89.78% book non group tours (Department of Tourism, Ministry of Tourism and Sports, 2015). "Social media play a significant role in the tourism industry, in terms of consumer feedback." Due to this factor, and as more families with children have an Internet connection at home, marketing through social media and smartphones has become an interesting tool for companies. People make use of social media to maximize their holiday budget and the brand perception is

noticeably influenced by comments and online information. But the marketing communicators have not only made use a tool of social media, but have also started to directly target children. One reason to actively market to the children is, that they are no longer submissive to whatever their parents say. Children seem to influence 50% of all visits during holidays although they do not have an actual say, they can influence their parents very well (Schänzel et al., 2012) It is not yet known very much about what intentions young travelers have and what types of destinations marketing activities are effective in capturing them. “The challenge, then, is to suggest ways that DMOs [meaning destination marketing organizations] could strategically develop destination marketing specifically for a young audience [...]” (Schänzel et al., 2012, p. 148). However, it is important to consider their response to such messages, as young consumers between the ages of eight and 16 years are able to understand the message of a marketing action, but teenagers seem to like brands, but remain skeptical about advertisements. They appear to like creative, genuine, experiential and informative marketing approaches especially if they tell a story. Marketers of the consumer product industries have therefore successfully implemented active marketing activities that involve children through experiential approaches. Nevertheless, many Destination Marketing Organizations (in contrast to many other consumer-based industries) seem to have not yet understood the influence that children of this age group have on their parents’ buying patterns in order to get what they want (Schänzel et al., 2012). Furthermore, children seem to enjoy a holiday more, if they had previously learnt about the destination and are more responsive to marketing activities that tell a story. However, it is an ethical dilemma if children should be targeted or not. Additionally, regulations have been enabled in order to prevent children from excessive marketing actions (Schänzel et al., 2012):

“... not only are there regulations placed on the marketing communications industry on how it communicates to young people, but, due to parental and other social pressures, along with ethics, most industry associations have developed their own set of rigorous guidelines for advertising and marketing to young consumers. If the tourism industry wants to encourage return visitation and establish longer-term strategies for the future tourists, it needs to begin considering young people as a key target audience. There are restrictions on the marketing communications industry in how it communicates with young people and it is acknowledged there are limited data on their buying power for family holidays. However,

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this does not mean that DMOs should avoid developing marketing strategies specifically for this audience” (Schänzel et al., 2012, 147).

### **1.7.1. Creative marketing**

Creative tourism is also a way to engage with children during the holidays and market the destination (Schänzel et al., 2012). “Creative industries include, but are not limited to, art, music, architecture, literature, dance, fashion design, cultural learning and heritage (Schänzel et al., 2012, p. 151). The city of Barcelona for example successfully promoted its own products such as events, attractions or tourism activities together with event managers and tour operators. These marketing campaigns increased the curiosity, interest and loyalty for Barcelona, which lead to longer-term relationships between the consumers and the destination. It additionally led to positive word of mouth, the number of visitors in general, as well as repeat visitors increased and future tourists might get inspired to visit this destination thanks to this marketing activity (Schänzel et al., 2012).

“Creative tourism marketing is relevant for a young, aware audience for several reasons:

- The buying power of young people;
- The growing influence that young people have on deciding where families holiday;
- The continual need for DMOs to market destination so as to increase visitation;
- The need to support sustainable tourism so that cultural attractions can remain for future generations;
- The wishes of young students to learn about history and culture in an experiential and more creative way” (Schänzel et al., 2012, p. 152).

“In order to further create value, providers should facilitate the process of bonding by bringing parents and children closer together to share experiences, whether this is music or hobbies” (Schänzel et al., 2012, p. 46). A destination could thus promote concerts or festivals for example, but it is important to provide good value for money as well as novelties and new

experiences to the families. It is important that they constantly need to innovate their marketing strategies in order to peak the customers' interest of the country and encourage repeat visits. (Schänzel et al., 2012).

Therefore, it is timely for destinations to develop strategic marketing plans specifically aimed at young tourists, in an effort to support long-term tourism. This can and should be achieved by combining a range of marketing approaches that incorporate creative tourism and cultural education. Destinations such as Barcelona have distinctive culture especially when displayed through entertaining activities produced from the creative industries that can engage a young audience (Schänzel et al., 2012, p. 153).

“Smartphone penetration and mobile applications have revolutionised the travel industry in recent months and are likely to continue to do so” (Schänzel et al., 2012, p. 59). These tools might be suitable for tech-fancy generations, but not necessarily for pre- and post-war generations, or all families during different life-stages. Travel preferences are different from generation to generation (Schänzel et al., 2012).

The challenges include the search for authenticity, bridging the gap between the technologically savvy and those who are less so, provision for ‘soft’ and ‘hard’ adventure seekers and integration of opportunities for enhancement of family values with value-for-money tourism propositions (Schänzel et al., 2012, p. 63).

“For marketers, the challenge is to create the positive touch-points for children to share with their parents” (Watne et al., 2014, p. 685). It is also important to have a clear idea to which extend the family members influence the final decision of where to go on holidays (McCabe, 2015). If the parental control is high, it is possible that the mother mostly plans the holidays and therefore should be targeted. However, children are an increasingly important new segment to target when it comes to family holidays (Watne et al., 2014).

It is argued that recognition of specific needs of this market proves, for many tourism organisations, to be the differentiator between long-term success and failure, and that the

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search for quality time is the key to understanding this highly price- and quality-sensitive market (Schänzel et al., 2012, p. 51)

However, the ideal image that is promoted by media and society differs from the actual experience families have during holiday, which can lead to a negative family holiday experience. This should be taken into account when promoting a destination (Schänzel et al., 2012).

### **1.8. OUTLOOK**

“Tourism businesses require better understandings of the complex purchasing decisions involved, especially in relation to the changing family market” (Schänzel et al., 2012, p. 188).

Predictions for the future of family holidays highlight: increasing longevity, leading to stronger multigenerational ties; trends to smaller family units, which may strengthen family networks and social cohesion outside the immediate family; and increasing blurring between various forms of partnerships (Schänzel et al., 2012, p. 171).

As families and their needs are already becoming more divers, it is important to differentiate between families who want to spend as much time with their children as possible and go on activities together, and parents who prefer to relax and leave their children with someone else. It is therefore not enough for a destination just to promote its offers based on its facilities or on its prices. Tourism businesses must create a different message for each target group. In addition, suppliers must become more flexible regarding their family offers, because families have become more divers. Some families might only have one child and others have three or more children (Schänzel et al., 2012). “The role of the tourism operators in the future is to provide more family-friendly quality assurance that reflects the changing needs of modern family structures and behaviours” (Schänzel et al., 2012, p. 190). “If business can get it right and minimise inconveniences for families, success will follow as currently many tourism operators misunderstand the stress and dynamics involved when families travel” (Schänzel et al., 2012, p. 190).

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## 2. RESEARCH QUESTION & HYPOTHESIS

### 2.1. RESEARCH QUESTION

The research question of this Bachelor thesis is: “How attractive is Thailand for families as a beach holiday destination and how can Gretz Communications AG better promote Thailand to Swiss families?”

### 2.2. HYPOTHESIS

Taking into consideration the size of the present sampling (116 observations) three hypotheses have been formulated to be proved or rejected based on results of the analysis, which are following:

- Educational activities for children are likely to attract families to Thailand
- Thailand is perceived as a family-friendly holiday destination among Swiss families.
- Online marketing is the most effective marketing channel for Gretz Communications AG (GCPR) to attract Swiss families to Thailand.

### 2.3. WORKABLE DEFINITIONS

For this thesis, a *beach holiday destination* is defined by the author (2016) as a destination that is located by the sea and offers touristic services to tourists, such as hotels, activities etc.

A *Correlation* is a statistical measure (expressed as a number) that describes the size and direction of a relationship between two or more variables. A correlation between variables, however, does not automatically mean that the change in one variable is the cause of the change in the values of the other variable (Australian Bureau of Statistics, 2013), as other unknown factors might similarly influence both variables.

The definition of a *family holidays* is according to Schänzel et al. (2012, p. 2) “leisure travel away from home for more than one day undertaken by a family group, itself defined as at least one child and one adult.”



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*Family hotels* are for this thesis defined by the author (2016) as, hotels that are either promoted as family hotels or include at least one of the following facilities: Non-swimmer pool, waterslides, kid's club, evening animation, child-care service, family room, kids' menus, beach/pool bar, playground, food shops nearby, beachfront location, availability of Wi-Fi, TV, safe, mini-bar, air-conditioned rooms/ventilation.

The variable  $p$  shows the significance of the relation of two compared variables.

The p-value is a number between 0 and 1 representing the probability that this data would have arisen if the null hypothesis were true. [...] A low p-value (such as 0.01) is taken as evidence that the null hypothesis can be 'rejected'. Statisticians say that a p-value of 0.01 is 'highly significant' or say that 'the data is significant at the 0.01 level' (Fenton & Neil, 2016).

A *Swiss family* is defined as a family with at least one adult and one child who live either in the French- or German-speaking part of Switzerland (the author, 2016).

## **2.4. TARGET MARKET**

The target market of this bachelor thesis is constituted of German- and French-speaking Swiss families from the German- (G-Version) or French-speaking part (F-Version) of Switzerland. The family consists of at least one adult and a child aged between six and 12 years old. The bachelor thesis and its survey target people who have never been to Thailand as well as repeaters.

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### **3. METHODOLOGY**

Secondary research has been carried out in order to get an overview about the topic and to find valuable information about Thailand's touristic offer for families and the demand of Swiss families regarding family holidays. Apart from gathering information about the offer of Thailand from secondary research, the catalogues of TUI, Tourasia, Travelhouse Wettstein, Kuoni, Hotelplan and asia 365 have been analyzed according to their hotel offers in Phuket, Ko Samui, Krabi and Khao Lak. The purpose of this analysis was to get an insight about the offer of Swiss tour operators and travel agencies, as well as to find out how many hotels they promote as family hotels in their catalogues. This information was afterwards compared with the general offer of Booking.com in order to find out more about the current family hotel market in Thailand in order to better promote family-friendly Thai hotels in Switzerland.

In addition, a quantitative survey with mostly closed and some open questions was conducted by the author in 2016 to collect data about the touristic demand for family tourism in Thailand. The main purposes of the survey were to find out how Thailand is perceived by Swiss families, what their decision-making process looks like and which factors are relevant for choosing a holiday destination, by evaluating their preferences of accommodation and activities, their expectations and experiences etc. In order to find all the primary information needed, the quantitative survey targeted Swiss families from the French- and German-speaking parts of Switzerland. The results of the survey and its analysis provide information to Gretz Communications AG (mandating for the Tourism Authority of Thailand (TAT Switzerland)) about the Swiss family tourism market and about how to better promote Thailand to Swiss families.

#### **3.1. DATA COLLECTION METHOD OF THE SURVEY**

For this survey carried out in 2016, the method of sending questionnaires by e-mail has been chosen by the author in order to gather information. The advantages of e-mail surveys are that a large area, in case the French- and German-speaking parts of Switzerland can be covered. It is a fast and cheap method to dispatch the questionnaires and this process does not require a manual sorting of answered questionnaires at the end of the survey. The e-mail with the questionnaires has been sent to 4'888 people from Gretz Communications AG's database for Thailand. 553 come from the French- and 4'335 from the German-speaking part of Switzerland. In addition, the questionnaire was published in French and German on Gretz Communications AG's, TAT Switzerland's and the author's social media platforms, such as

Facebook and Twitter. This distribution method might have reached additional Swiss families. Although the questionnaire has been sent to 4'888 people in total and published online, it was not guaranteed, that all of them have children between the ages of 6 to 12 years. However, question 2 "Do you have children?" has sorted out the people who were childless and therefore did not belong to the target segment. Only people with children could continue the questionnaire. In order to make answering the survey more attractive, a voucher from the Swiss Travel Association, with a value of CHF 100.00 has been raffled among the participants who were willing to leave their e-mail address at the end of the survey. Their data will not be used for any other purposes than contacting the winner of the contest.

### **3.2. SAMPLING**

The survey has been answered by 149 people, but after selecting the childless respondents, the sample of this survey consists 15 French-speaking respondents and 101 German-speaking adults with children living in Switzerland. Their children are between zero and 52 years old. The sample was differentiated between people who have already travelled to Thailand and people who have never been there. Further information about the sample can be found in chapter 4.3.5. Socio-demographic characteristics.

### **3.3. QUESTIONNAIRE CONSTRUCTION**

The online questionnaire was made of 48 questions in the German version and the same number has been translated into French for the French version. Both versions were divided into 5 parts, named general information, holiday planning, travel destination, résumé and socio-demographic characteristics. The respondents did not answer all questions, as they were automatically led to the following related questions depending on their previous answers. There were 39 closed and 9 open questions per language version. The open questions were asked in order to get a closer insight in people's reasons for choosing a certain answer at the previous question, for example why a person would not recommend Thailand as a beach holiday destination to other families, which family offers they benefited from in Thailand or elsewhere, if something holds a person from travelling to Thailand with his or her family, or why one would not perceive Thailand as a family-friendly destination. The option "other answer" of closed questions allowed the respondent to write an answer that has not been proposed. The respondents could mostly not skip answering a question, if it was crucial to receive an answer. Please find the questionnaire including the two language versions in the appendix IV: Questionnaire.

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### **3.3.1. General information**

The main purpose of this section was to find out, if a person fits into the target segment of this thesis. The first question filtered the French-speaking respondents from the German speaking ones, whereas the following questions asked whether the respondent has children, how many and what age they are. People with no children could not proceed with the questionnaire. Instead they were lead to a text that thanked them for their willingness to participate, but explained that they were not in the target segment. The subsequent question asked if the respondent has already travelled to Thailand for family holidays and how many times. People who have never been to Thailand received slightly different questions later on than people who have already been to Thailand.

### **3.3.2. Holiday planning**

The information in this part is supposed to help Gretz Communications AG understand how Swiss families get attentive to a destination, which marketing channels they use the most for gathering information about a destination and how they book their vacations. The first question was about how a person becomes attentive to a destination, whereas the next one asked through which channel he/she afterwards informs himself/herself about the destination. The following questions give an insight on how long families would or did stay in Thailand, how much money they are willing to spend for one person per week (excluding the flight costs) and through which channel they finally book their family vacations. With this information in hands, Gretz Communications AG has a good insight on Swiss families' holiday planning processes and will be able to use its marketing channels effectively.

### **3.3.3. Holiday destination**

The section about the holiday destination in Thailand collects valuable information about Swiss families' preferences and expectations of a destination, such as their favorite family beach holiday destination in Thailand, preferred accommodation types, hotel facilities and activities expected. Respondents could choose between Phuket, Ko Samui, Krabi, Khao Lak, choose "no preference", or state another destination as their favorite family beach holiday destination. They were then asked about the different facilities a family beach destination is supposed to provide, including catering possibilities, special offers for families, good value for money, warm/tropical climate, hotel right at the beach front, relaxation possibilities, sport activities, culture/nature/sightseeing, shopping possibilities, car rentals, or others. Depending on each facility a respondent crossed, the more sub questions with more relating options had

to be answered. By doing this, the respondents were only shown the options which were related to their previously selected interests, instead of proposing a vast selection of facilities and activities. The succeeding questions provided an insight on the preferred accommodation type of Swiss families, the minimum of hotel stars expected according to Swiss standards, as well as which facilities are demanded by Swiss families. By gathering this insight, Gretz Communications AG will be able to promote the right offers to the corresponding type of families.

#### **3.3.4. Résumé**

This part “résumé” is central to this study, as it evaluates if the expectations of the holidays have been met and if Swiss families would recommend Thailand to other families. Furthermore, it provides an insight into their holiday experiences and their image of Thailand. The questions at the beginning treated the topics of recommending Thailand to other families, the respondents’ preferred country for family vacation on the beach and their interests in specific family offers. The respondents were then asked to evaluate their overall satisfaction of their stay in their preferred country for family beach holidays. If they had already been to Thailand, they also had to evaluate Thailand. In case that Thailand was the respondents preferred family beach destination, the survey was programmed that they would not be asked for their satisfaction of other countries. The respondents could leave a comment at the end of these questions if they had anything else to share about their evaluation of satisfaction. At the end of this part, the respondents who had never travelled to Thailand were additionally asked to state, if they considered Thailand as a family-friendly holiday destination. If they answered “no”, the follow up question “why not?” was asked, as well as if anything keeps them from travelling to Thailand. If the answer was yes, they were asked “what?”. These are all important questions to adapt the marketing activities, especially for first-timers.

#### **3.3.5. Socio-demographic characteristics**

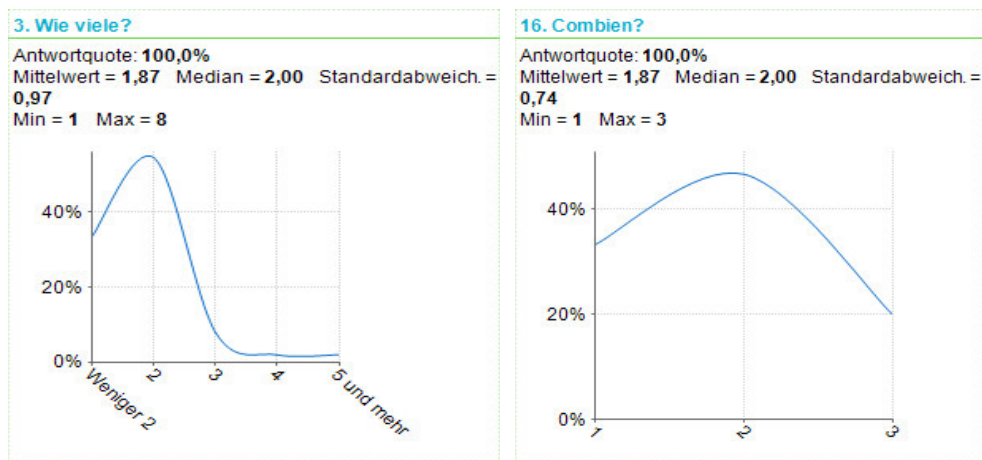
This section is very important to include in the survey, because it gives the opportunity to look at the correlation between gender, age, canton of residence, nationality, income level and the other most significant variables while answering to the main purpose of this survey. Respondents could, in this part, add comments to the survey and leave their e-mail addresses if they wished to participate at the price raffle of the voucher.

## 4. PRESENTATION OF THE SURVEY RESULTS

### 4.1. GENERAL INFORMATION

The survey has been carried out among 116 participants with children. 101 of them were from the German-speaking part of Switzerland (G-Version) and 15 of them from the French-speaking part (F-Version). The people of the G-Version had one to eight children, whereas the people from the F-Versions only had one to three.

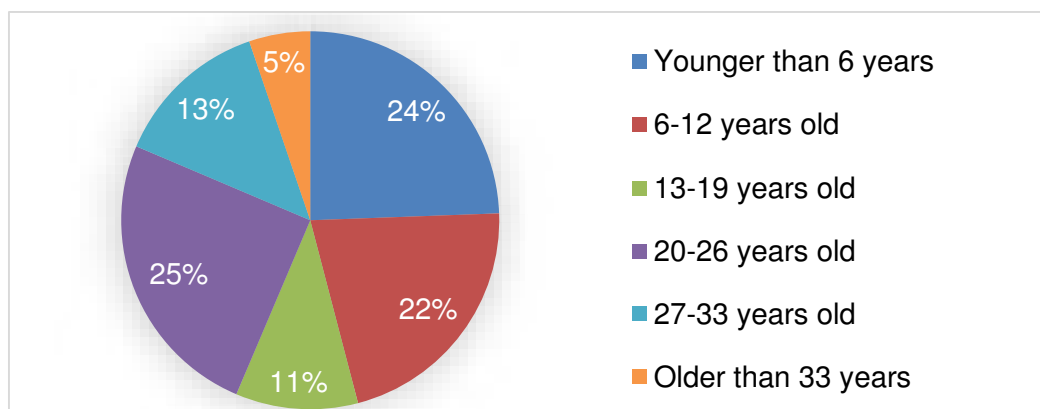
Figure 4 – Number of children: G-Version vs. F-Version



Source: data collected by the author (survey 2016)

The age of their children was between zero and 52 years old. The target age group of children between six to 12 years old amounts to 22% of all age categories.

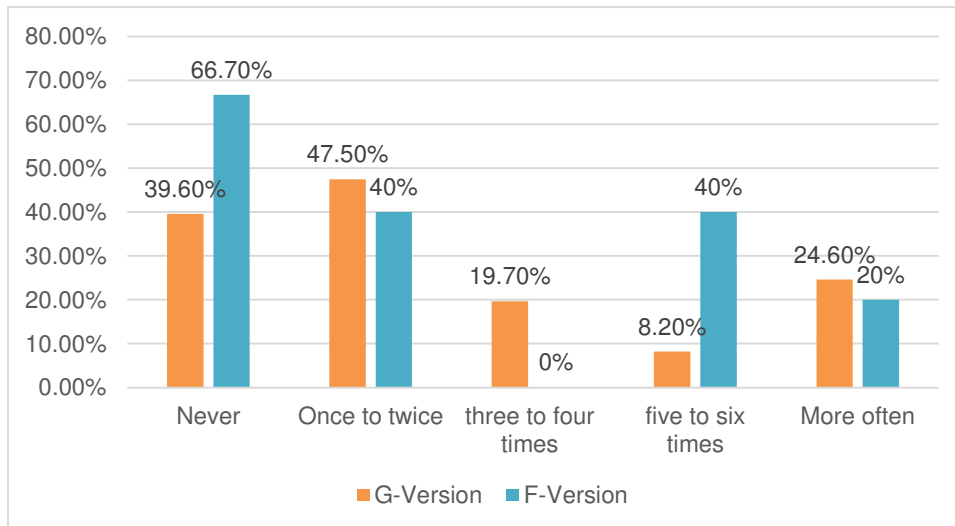
Figure 5 – Age categories of the respondents' children



Source: data collected by the author (survey 2016)

39.6% of the German-speaking people and 66.7% of the French-speaking ones had never been to Thailand with their children. 47.5% of the G-Version and 40% of the F-Version had been once or twice to Thailand with their children. Also 40% of the F-Version had travelled four to five times to Thailand.

Figure 6 – Number of trips to Thailand with children



Source: data collected by the author (survey 2016)

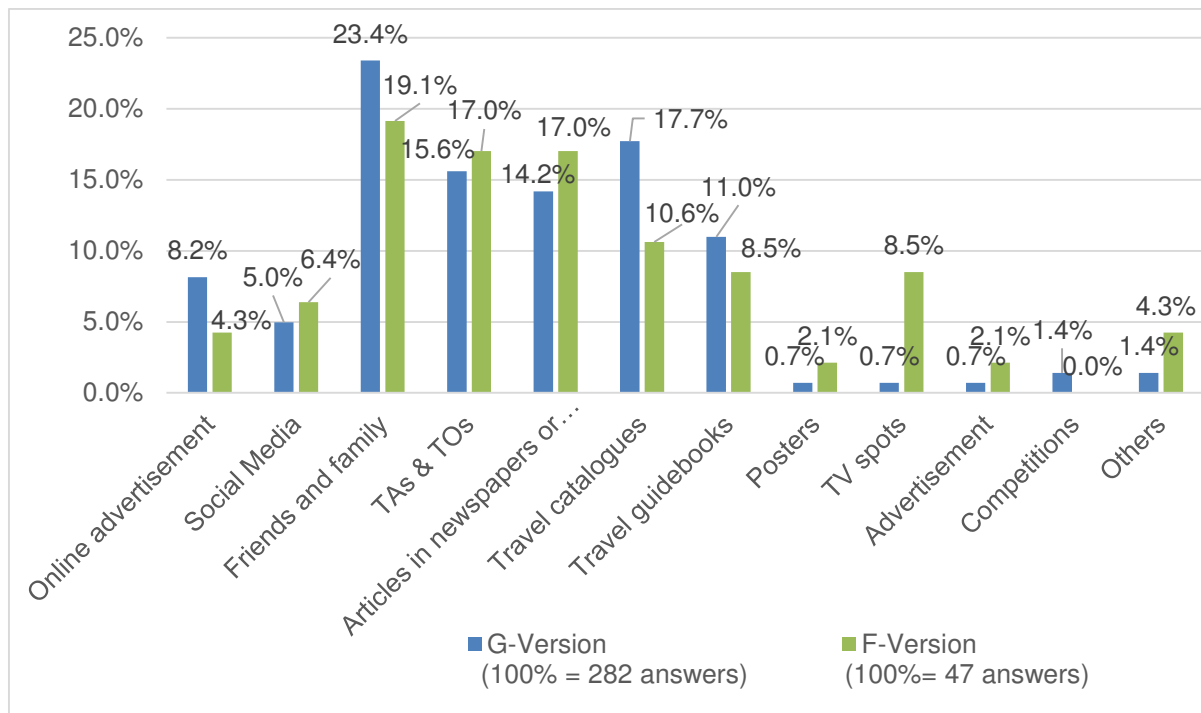
## 4.2. HOLIDAY PLANNING

### 4.2.1. Attention

The respondents could choose up to five answers for the way they become aware of a destination. The most popular way of the German-speaking respondents is with 66 answers through friends and family, followed by travel catalogues (50 answers), travel agencies and tour operators (44 answers), articles in magazines and newspapers (40 answers), travel guidebooks (31 answers), online advertisement (23 answers) and social media (14 answers). Competitions and other answers (mentioning own experiences and ideas) were chosen four times each. Posters, TV-spots and advertisements received two answers each and appeared to be the least popular channels. The French-speaking respondents mostly get aware of a destination through friends and family (nine answers), followed by travel agencies/tour operators and articles in magazines and newspapers with equally eight answers, travel catalogues (5 answers), then through travel guidebooks and TV-spots with equally four answers, three of them for social media, two for online advertisement and other answers (they

look for destinations themselves, as they wish to travel there), and one answer for posters and one for advertisements.

Figure 7 – Channels to become aware of a holiday destination by percentage



Source: data collected by the author (survey 2016)

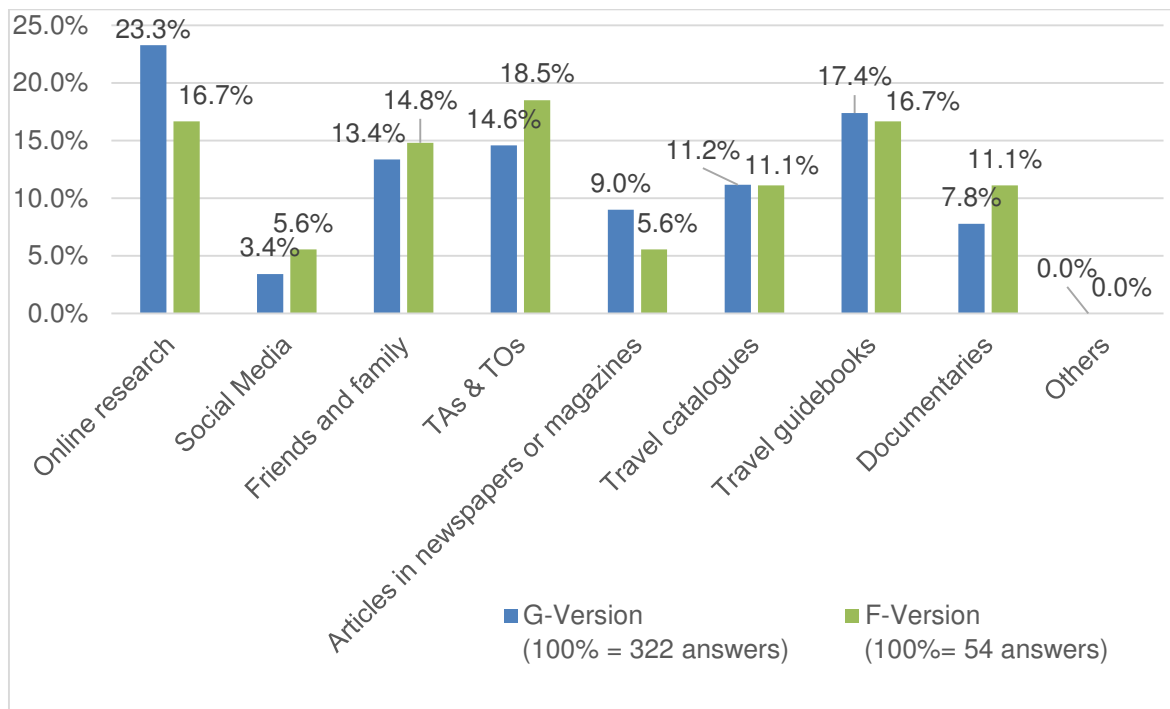
#### 4.2.2. Information gathering

The respondents could select up to five answers for the question about how they gathered information. 75 of the German-speaking individuals answered that they look for information online, followed by travel guidebooks (56 answers), travel agencies and tour operators (47 answers), friends and family (43 answers), travel catalogues (36 answers), articles in magazines and newspapers (29 answers), documentaries (25 answers) and social media (11 answers).

10 of the French-speaking respondents gathered information about a destination at travel agencies and tour operators. Nine answers each were given to online research and travel guidebooks, followed by pieces of advice from friends and family (eight answers) travel catalogues (six answers), documentaries (six answers), social media (three answers) and articles in magazines and newspapers (three answers).



Figure 8 – Information channels used by percentage



Source: data collected by the author (survey 2016)

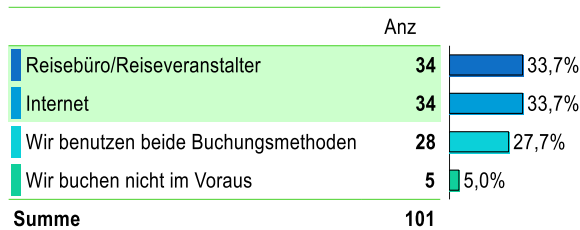
#### 4.2.3. Booking channels

The German-speaking respondents booked their family vacations equally through the Internet and travel agencies/tour operators (33.7% each). 27.7% booked their holidays through both ways and 5% did not book in advance. The booking of the French-speakers was most often done through travel agencies or tour operators (46.7%). One fifth of the respondents booked through the Internet and one third used both methods.

Figure 9 – Booking channels: G-Version vs. F-Version

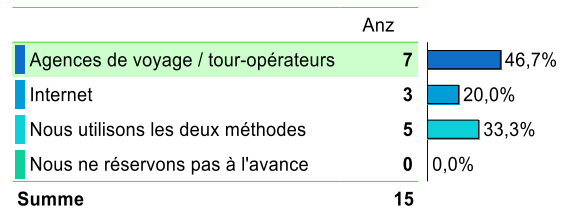
##### Wie buchen Sie Ihre Familienferien?

Antwortquote: 100,0%



##### Comment réservez-vous vos vacances en famille?

Antwortquote: 100,0%

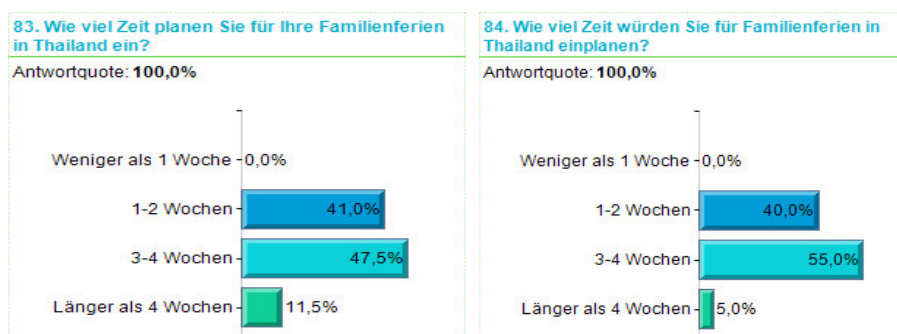


Source: data collected by the author (survey 2016)

#### 4.2.4. Duration of family vacations in Thailand

The highest percentage of the German-speaking respondents who had never been to Thailand would stay there between three to four weeks (55%). The highest percentage of the people who had already been to Thailand went on holidays between three to four weeks (47.5%) too. The answer “one to two weeks” ranks in both cases at the second place, very close to the most often chosen answer.

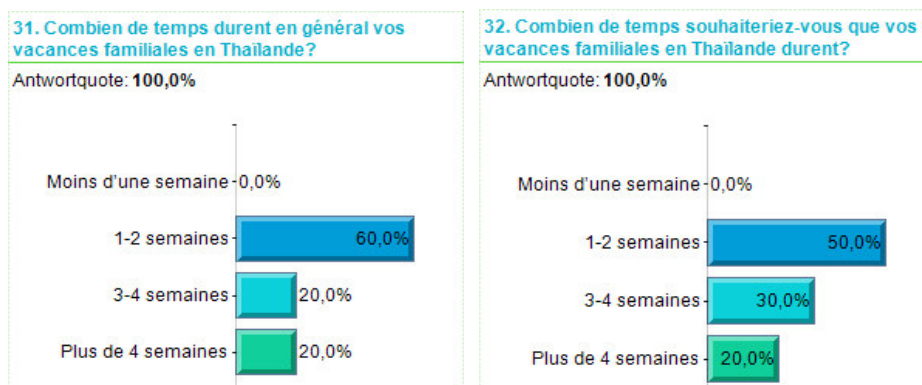
Figure 10 – Duration of family vacations in Thailand: Reality (83.) vs. Expectation (84.) (G-Version)



Source: data collected by the author (survey 2016)

In comparison with the German-speaking respondents who stayed in Thailand between three to four weeks, 60% of the French-speaking respondents who had already been on family vacation in Thailand stayed in Thailand between one and two weeks, and 50% of the respondents who had never been to Thailand would as well only stay one to two weeks.

Figure 11 – Duration of family vacations in Thailand: Reality (31.) vs. Expectation (32.) (F-Version)

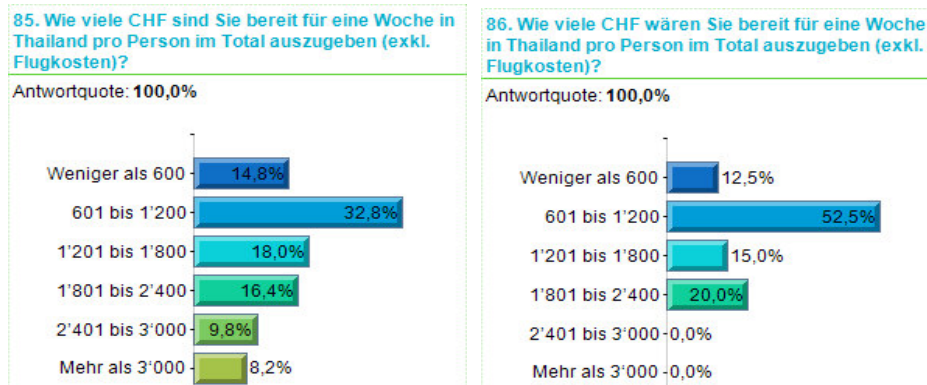


Source: data collected by the author (survey 2016)

#### 4.2.5. Budget

The highest share of the budget that German-speaking people are willing to spend for a week per person in Thailand is from CHF 601.- up to CHF 1'200.- (32.8%) and even 52.5% of the respondents who had not been to Thailand would spend this amount too.

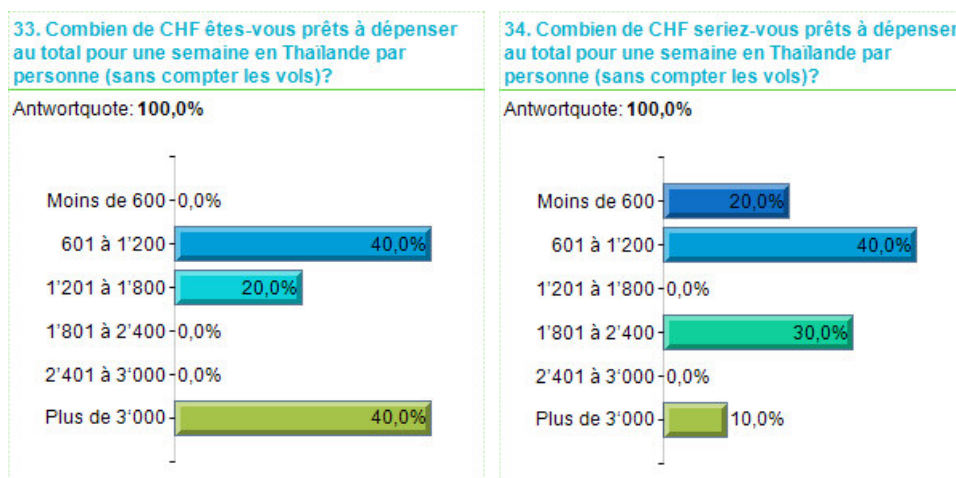
Figure 12 – Willingness to spend of the German-speakers: Reality (85.) vs. Estimation (86.)



Source: data collected by the author (survey 2016)

40% of the French-speaking respondents who had already visited Thailand are willing to spend between CHF 601.- and CHF 1'200.-. 40% are also willing to spend more than CHF 3'000. The highest share of the respondents (40%) who had never been to Thailand with their children, would spend between CHF 601.- and CHF 1'200.- too and 30% would be willing to spend from CHF 1'801 up to CHF 2'400 per person a week.

Figure 13 – Willingness to spend of the French-speakers: Reality (33.) vs. Estimation (34.)

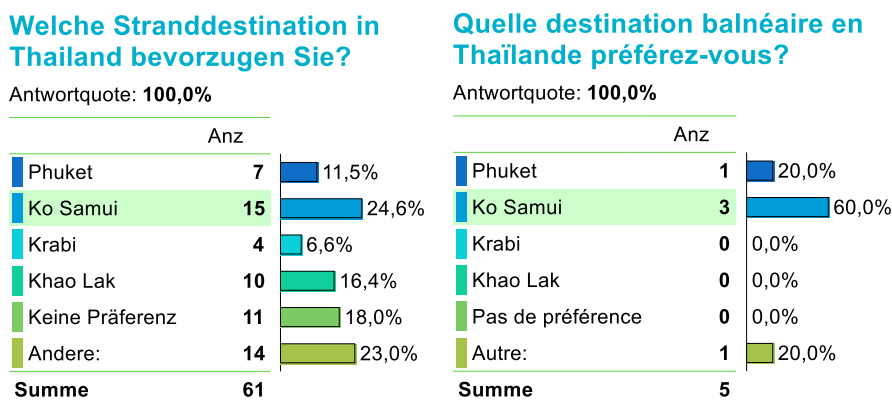


Source: data collected by the author (survey 2016)

### 4.3. HOLIDAY DESTINATION

Ko Samui seems to be the preferred beach destination in Thailand by the German-speaking individuals (24.6% = 15 answers) as well as by the French-speaking respondents (60% = 3 answers). Please note that this question had only been asked to people who had already visited Thailand. In the G-Version, the other mentioned destinations were Pattaya (5x), Ko Chang (4x), Hua Hin (3x), Ko Phangan (2x), Prachuap Khiri Khan (2x) Ko Lanta (1x), Ko Samet (1x), Ko Tao (1x), Rayong (1x) and Cha-Am (1x). In the F-Version the only other mentioned destination was Ko Lipe (1x).

Figure 14 – Comparison of the preferred beach destinations in Thailand by language

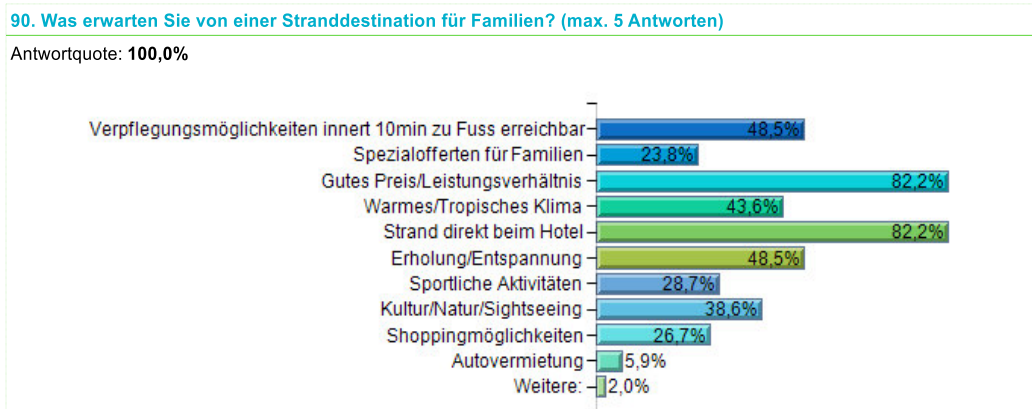


Source: data collected by the author (survey 2016)

#### 4.3.1. Expectations of a family beach holiday destination

The respondents could choose maximum five answers regarding their expectations of a family beach holiday destination. The result shows that the German-speaking tourists pay much more attention to a good price/performance ratio (82.2%) and the hotel being directly located on the beach (82.2%). The second and third important factors, which almost every second person chose, were “food and catering reachable within 10 minutes on foot” (48.5%) and recreation/relaxation (48.5%), closely followed by warm or tropical climate (43.6%).

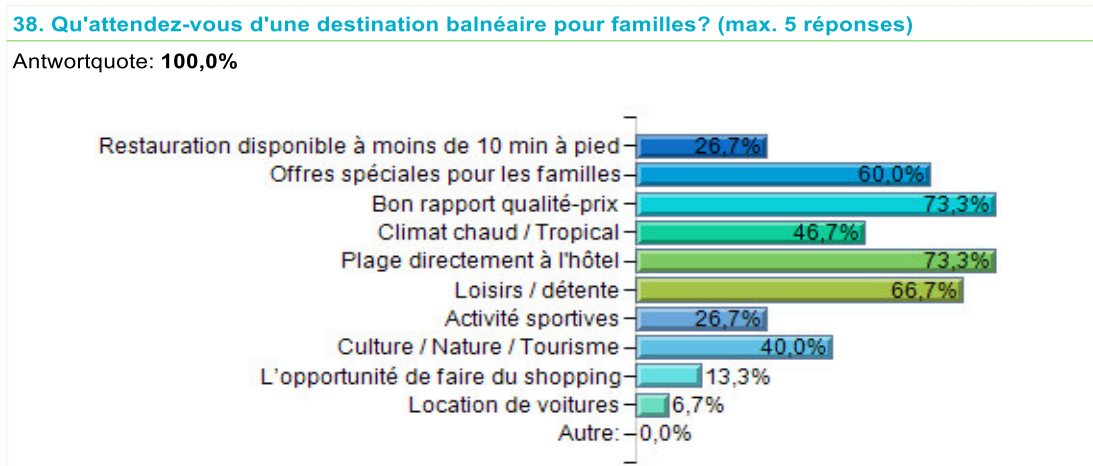
Figure 15 – Expectations of a beach destination (G-Version)



Source: data collected by the author (survey 2016)

As it can be seen in the graphic below, the French-speaking respondents paid a lot of attention to a good price/performance ratio (73.3%) and having the beach in front of the doorstep of the hotel (73.3%) too. Recreation/relaxation (66.7%), as well special offers for families (60%) were also highly rated.

Figure 16 – Expectation of a beach destination (F-Version)



Source: data collected by the author (survey 2016)

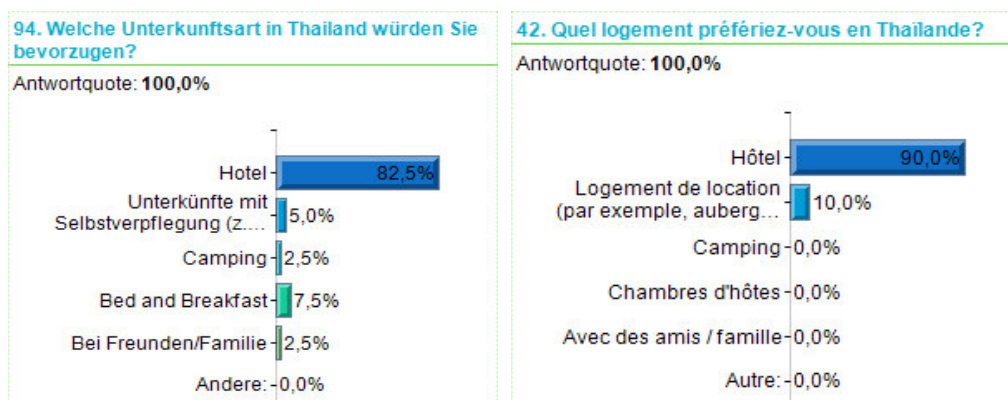
People from both parts of Switzerland prefer restaurants with typical local cuisine (95.8% - G-Version / 100% F-Version), whereas restaurants with international kitchen, food shops, street stands and hotel catering had only been crossed rarely (18.8-25%). When looking at their desire for recreation and relaxation, sunbathing is a priority by the German- speaking

individuals (87.8%), as well as by the French-speaking respondents (80%). Wellness and spa opportunities have been chosen by 38.8% of the German-speakers and by a third of all French-speaking respondents. In line with the answers of recreation and relaxation, the preferred sport activities are swimming and bathing, followed by snorkeling and diving. The German-speaking respondents want to go biking (55.2%), whereas the French-speaking tourists prefer hiking and beach volley (50% each). In the section about culture, nature and sightseeing, respondents could select a maximum of five answers. 38 German-speakers seem to have a balanced interest in getting to know new cultures (29 respondents), visiting cultural and historical sites (28 respondents), natural attractions (25 respondents), getting an insight into the countries typical regions (24 respondents) and going on tours such as city trips and boat tours (24 respondents). The 6 French-speaking respondents who chose this section are firstly interested in cultural and historical sites (6 respondents), secondly natural attractions (5 respondents), thirdly getting to know new cultures (4 respondents), fourthly tours such as city trips and boat tours (3 respondents) and fifthly elephant trekking (2 respondents). The detailed tables can be consulted in appendix VI – Expectations of a destination.

#### 4.3.2. Accommodation

Hotels are the leading type of accommodation that Swiss families book. One tenth of the French-speaking respondents who had never been to Thailand also considered accommodations with self-catering, whereas only 5% of the German-speakers would book it. 7.5% of the German-speakers chose bed and breakfasts as second option after the hotels, followed by campgrounds and staying with friends or family (2.5% each).

Figure 17 – Preferred accommodation in Thailand of people who had never been to Thailand: G-Version vs. F-Version

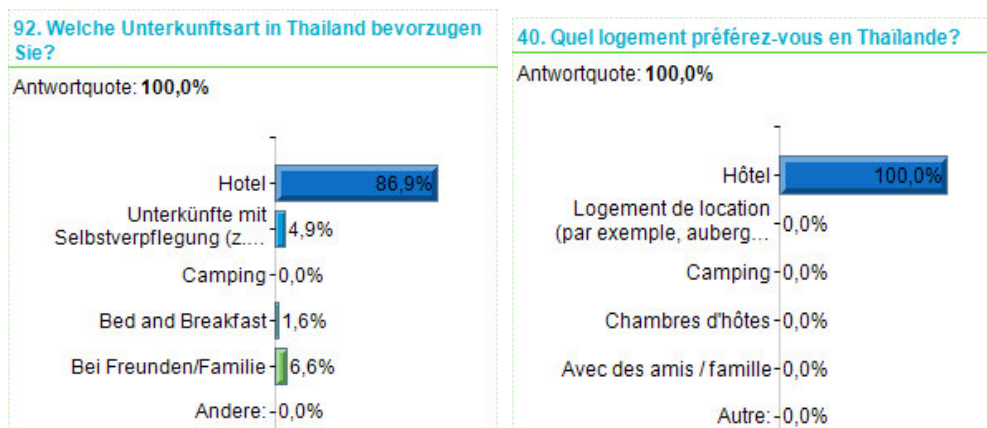


Source: data collected by the author (survey 2016)



Most people who had already visited Thailand did in fact stay in hotels. The French-speakers only chose to stay in hotels while 6.6% of the German-speaking respondents preferred to stay with friends or family, 4.9% in an accommodation with self-catering and 1.6% in a bed and breakfast.

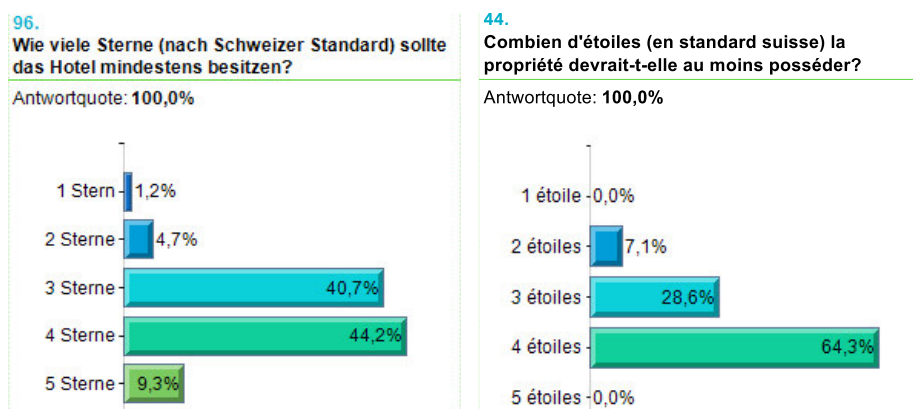
Figure 18 – Preferred accommodation in Thailand of people who had already been to Thailand: G-Version vs. F-Version



Source: data collected by the author (survey 2016)

When looking at the quality of the hotels from a Swiss standard point of view, both graphs show a clear tendency to be skewed to the right, which means that 94.2% of the G-Version and 92.9% of the F-Version preferred the upper segment. Almost half of the German-speaking respondents expected to stay at least in a four star hotels and nearly 30% of the French-speakers would stay in three star hotels and 7.1% at least in two star hotels.

Figure 19 – Minimum of hotel stars expected: G-Version vs. F-Version



Source: data collected by the author (survey 2016)

The results of the question about the expected hotel facilities demonstrate that the French-speaking respondents expect hotels to be directly located on the beach and the availability of a hotel pool, whereas the most important criteria for the German-speakers concerns the direct beachfront location of the hotels. Regarding hotel pools, 49 of all respondents (G- and F-Version) expected to have a non-swimmer pool and 18 to have waterslides too.

Figure 20 – Pool facilities expected: G-Version vs. F-Version

<b>Pool:</b>		<b>Piscine</b>	
Antwortquote: <b>60,0%</b>		Antwortquote: <b>71,4%</b>	
	Anz		Anz
Keine Angabe	30	Keine Angabe	4
Kinderpool/Nichtschwimmerbecken	40	Piscine enfants / piscine pataugeoire	9
Wasserrutschen	16	Toboggans	2
<b>Summe</b>	<b>75</b>	<b>Summe</b>	<b>14</b>

Source: data collected by the author (survey 2016)

The availability of family rooms was rather highly rated by both parties with 61 answers in the G-Version and 10 answers in the F-Version, so was the free Wi-Fi access in the whole resort (65.3% G-Version and 53.3% F-Version).

Figure 21 – Hotel facilities expected: G-Version vs. F-Version.

<b>Welche Einrichtungen erwarten Sie von einem Familien-Hotel? (max. 5 Antworten)</b>		<b>45. Quelles installations attendez-vous d'un hôtel pour familles? (max. 5 réponses)</b>	
Antwortquote: <b>100,0%</b>		Antwortquote: <b>100,0%</b>	
	Anz		Anz
Verpflegung im Hotel	45	Alimentation à l'hôtel	2
Direkt am Strand	81	Directement à la plage	9
Flach abfallender Strand	38	Plage en pente douce	2
Pool	75	Piscine	14
Familienzimmer	61	Chambre pour familles	10
Zimmerkomfort	18	Confort de la chambre	7
Abendunterhaltung	11	Animations du soir	2
Animation für Kinder	20	Animations pour les enfants	5
Kinderbetreuung	10	Garde d'enfants	2
Spielplatz/Spielzimmer	17	Terrain/salle de jeux	2
Gratis-WLAN im ganzen Resort	66	Accès gratuit à Internet dans les diverses zones de l'hôtel	8
Weitere:	2	Autres:	0
<b>Summe</b>	<b>101</b>	<b>Summe</b>	<b>15</b>

Source: data collected by the author (survey 2016)



When looking at the catering facilities of a hotel, 26 of the German-speaking respondents want to have breakfast offered in the hotel. While 22 people of them also expect to have half board and 14 answers were given to the availability of a beach-/pool-bar. Only two French-speaking respondents answered this question, who chose the necessity to have a beach-/pool bar and once each to have all-inclusive service and breakfast only.

Figure 22 – Catering facilities expected: G-Version vs. F-Version

Verpflegung im Hotel: (max. 3 Antworten)		Alimentation à l'hôtel: (max. 3 réponses)	
Antwortquote: 100,0%		Antwortquote: 100,0%	
	Anz		Anz
All inclusive (Essen und alkoholfreie Getränke)	9	Tout compris (repas et boissons non-alcoolisées)	1
Vollpension	0	Pension complète	0
Halbpension	22	Demi-pension	0
Zimmer mit Frühstück	26	Petit-déjeuner	1
Kindermenüs	7	Menus enfants	0
Strand-/Poolbar	14	Bar à la plage/à la piscine	2
<b>Summe</b>	<b>45</b>	<b>Summe</b>	<b>2</b>

Source: data collected by the author (survey 2016)

Furthermore, all respondents expect to have air-conditioning or ventilation in their rooms. 66.7% of the G-Version and 71.4% of the F-Version expect to have a TV as well. Having a safe in their room is clearly higher rated by the German-speakers (72.2%) than by the French-speakers (42.9%) and the minibar is the least important room comfort facility with 33.3% in the G-Version and 28.6% in the F-Version. A slowly sloping beach does not seem to be of high importance for Swiss families, as it was chosen in both editions by less than 40%. Child animations and playgrounds were seldom chosen, so were child care services and evening animations.

Figure 23 – Room comfort expected: G-Version vs. F-Version

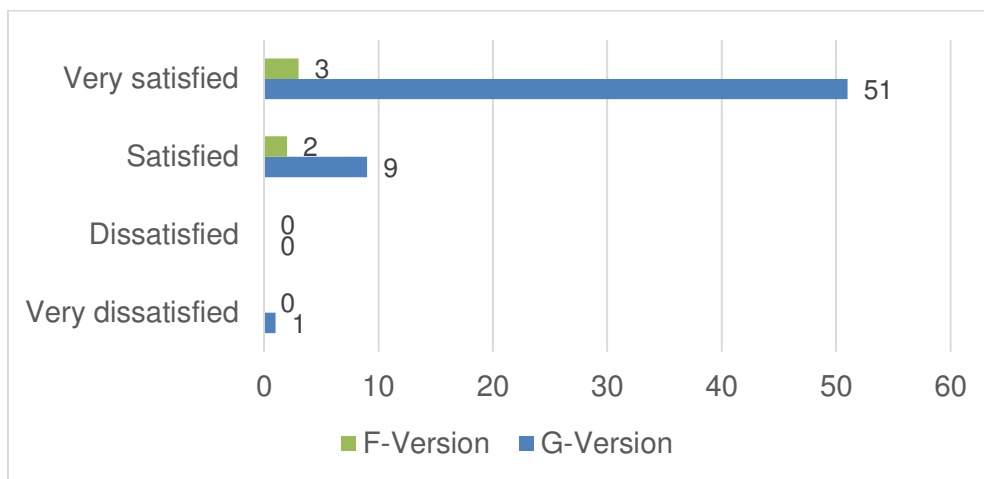
Zimmerkomfort:		Confort de la chambre	
Antwortquote: 100,0%		Antwortquote: 100,0%	
	Anz		Anz
TV im Zimmer	12	TV dans la chambre	5
Tresor im Zimmer	13	Coffre-fort dans la chambre	3
Minibar	6	Mini-bar	2
Klimaanlage/Ventilator	18	Climatisation / ventilateur	7
Weitere:	0	Autre:	0
<b>Summe</b>	<b>18</b>	<b>Summe</b>	<b>7</b>

Source: data collected by the author (survey 2016)

#### 4.4. RÉSUMÉ

The graph tends to be skewed to the right, which explains that people are mostly satisfied with their family holidays in Thailand. 54 out of 66 respondents who had already been to Thailand with their children (five were French-speaking and 61 German-speaking) were very satisfied with their trip, while 11 of them were satisfied. One respondent was very dissatisfied with his/her family vacations in Thailand, but did not leave a comment. 32 of the people who had already visited Thailand (three of them were French-speakers) mentioned it as their preferred country for family beach holidays.

Figure 24 – Overall satisfaction with family beach holidays in Thailand



Source: data collected by the author (survey 2016)

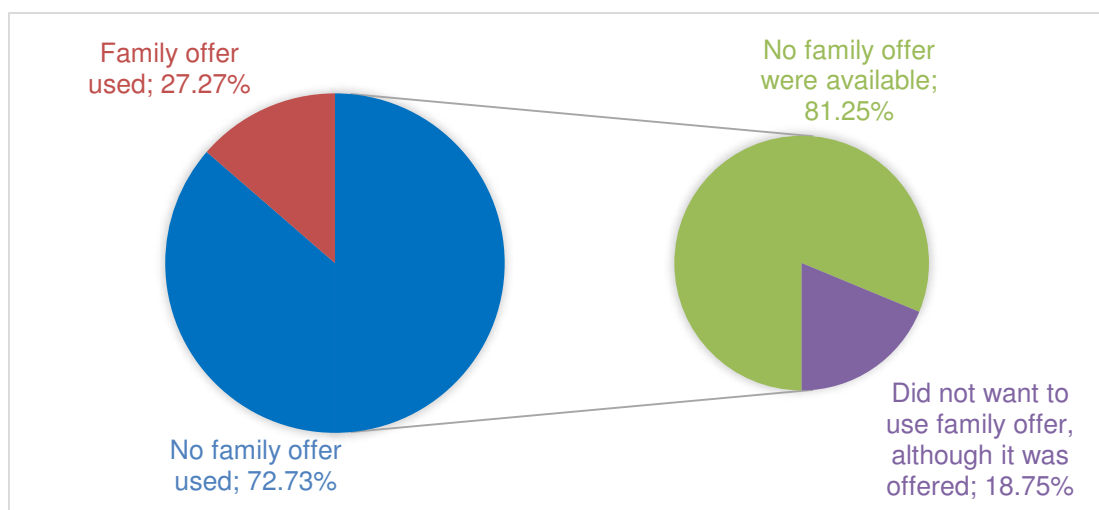
18 of all 66 respondents who had visited Thailand with their children, had made use of at least one of the following family offers and facilities in Thailand:

- Children could stay for free in the hotel or a family room
- Family room / special room offers / faire prices for a family room / hotel room with two bedrooms
- Child animation / kid's club
- Child care service
- Discounts for children and families
- All inclusive
- Child- and family-friendly campground

- Various child-friendly activities such as sightseeing, entertainment, safaris, river rafting, nature experiences, wildlife observation, snorkeling, rafting, elephant trekking and sport opportunities
- Club holidays
- Free hotel nights
- Non-swimmer pools and waterslides

They additionally mentioned the direct location at the beachfront location, good value for money, buffet at the hotel and that children were very welcomed in Thailand as criteria for their high overall satisfaction. Out of the 48 people who had not benefited of family offers, 39 stated that there were not any offered and the other 9 respondents did not want to use them.

Figure 25 – Usage and proposition of family offers



Source: data collected by the author (survey 2016)

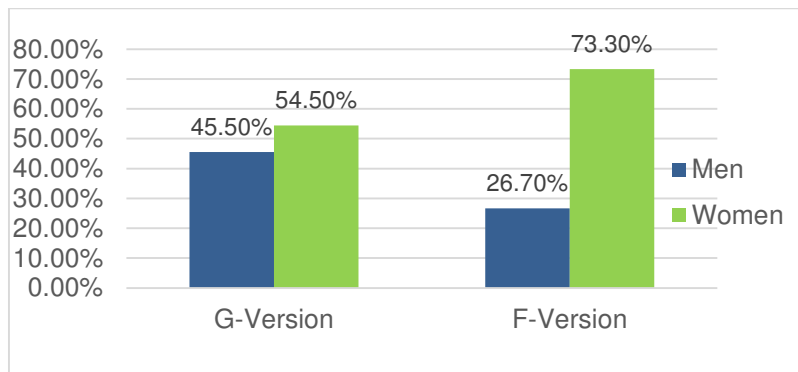
All of the people who had already been to Thailand and answered the survey would recommend family holidays in Thailand to other families, except of one German-speaking respondent. Her reason was that there were no desk chairs and parasols available at the beach anymore, which could be dangerous for elder people and babies, as they could get a sunstroke. However, Thailand is the favorite family beach holiday destination of 40% of the French-speakers and 35.6% of the German-speakers. Other destinations that were rather often mentioned were Italy (17.8% of the G-Version, 6.7% of the F-Version), followed by Spain (7.9% of the G-Version, 13.3% of the F-Version) and Greece (9.9% of the G-Version, 0% of the F-Version).

42 of the 50 respondents who had never been to Thailand with their children perceived Thailand as a family-friendly destination. Two people of the F-Version disagreed with this statement, because of the issues with the sex tourism in Thailand. Six respondents of the G-Version answered that the long distance and journey (with stopovers), no experience with travelling in Thailand and the desire to travel around the country rather than booking a family vacation were reasons for dismissing family vacations in Thailand. The reasons of 11 German-speaking respondents which held them from travelling to Thailand with their families were the long flight, the necessity of special vaccinations and the fear of tropical diseases/diarrhea, hygiene issues, insects and lizards, the language barrier, sex tourism, that their children were already adults and that they were not interested in travelling to Thailand. On the other hand, the French-speaking respondents did not have any anxieties about spending holidays in Thailand with their family.

#### 4.5. SOCIO-DEMOGRAPHICAL CHARACTERISTICS

More women than men have answered the survey in both languages. 54.5% of the respondents in the G-Version and 73.3% of the F-Version were women.

Figure 26 – Gender



Source: data collected by the author (survey 2016)

The participants of the survey are between 31 and older than 60 years old. In the F-Version the highest share with 40% was between 31 and 40 years old, whereas in the G-Version most of the participants are aged between 41 and 50 years.

Figure 27 – Age comparison of the German- and French-speaking respondents

### Alter?

Antwortquote: **100,0%**

	Anz	
Jünger als 20 Jahre	0	0,0%
21 bis 30 Jahre	0	0,0%
31 bis 40 Jahre	13	12,9%
41 bis 50 Jahre	40	39,6%
51 bis 60 Jahre	33	32,7%
Älter als 60 Jahre	15	14,9%
<b>Summe</b>	<b>101</b>	

### Age?

Antwortquote: **100,0%**

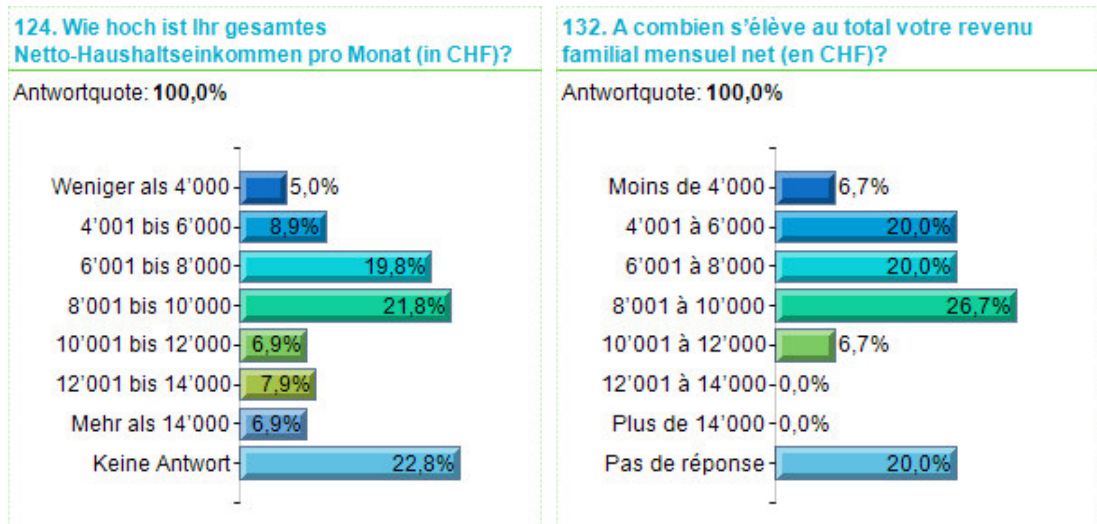
	Anz	
Moins de 20 ans	0	0,0%
21 à 30 ans	0	0,0%
31 à 40 ans	6	40,0%
41 à 50 ans	5	33,3%
51 à 60 ans	2	13,3%
Plus de 60 ans	2	13,3%
<b>Summe</b>	<b>15</b>	

Source: data collected by the author (survey 2016)

In the G-Versions, 95% of the people who answered the survey were Swiss, 1% German, 1% Liberian, 1% Austrian, 1% Serbian and 1% Thai people. The biggest share of 37.5% lives in the canton of Zurich, 9.9% in Lucerne, 7.9% each in St. Gallen and Bern, 6.9% in Aargau, 5.9% each in Basel District and Thurgau, 4% in Grisons, 3% each in Solothurn and Schwyz, 2% in Zug, and 1% each in Basel City, Geneva, Glarus, Schaffhausen, Ticino, and Valais. In the F-Version 86.7% were Swiss, 6.7% from the UK and 6.7% from France, while five of them live in the canton of Geneva, four in Vaud, two each in Berne, Fribourg, and the canton of Valais.

As it can be seen in the graphic below, from the people who had given an answer, almost 20% each have a net income per household a month between CHF 6'001 and CHF 8'000 or from CHF 8'001 to CHF 10'000, whereas in the F-Version 20% earn between CHF 4'001 and CHF 6'000.

Figure 28 – Comparison of the net incomes per household a month of the G-Version and the F-Version



Source: data collected by the author (survey 2016)

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## 5. ANALYSIS

### 5.1. DECISION-MAKING AND BOOKING PROCESS

According to the survey (2016), the five most used channels (ordered by frequency) that the German-speaking respondents use to become aware of a destination are through friends and families, travel catalogues, travel agents and tour operators, articles in magazines and newspapers or guide books. The French-speaking respondents selected as well friends and family as the most often used channel, followed by travel agents and tour operators as often as articles in magazines and newspapers, travel guidebooks being equally often selected as TV spots. (see Figure 7 – Channels to become aware of a holiday destination by percentage) This means that positive word of mouth from friends and family, consultations at a TA or TO and articles in magazines and newspaper are the three most effective channels to draw Swiss families attention towards Thailand. The German-speaking, as well as the French-speaking parents do most frequently inform themselves then trough online research, in travel guidebooks, ask travel agents or friends and family for more information about a destination (see Figure 8 – Information channels used by percentage).

#### 5.1.1. The correlation between becoming aware and information gathering

The correlation between awareness and information gathering of the German-speaking respondents is significant ( $p=0.05$ ). People who become aware of a destination through social media do also inform themselves later through social media. The German-speaking respondents who become a through travel agencies / tour operators, articles in magazines and newspapers, as well as through friends and family and guide books, do later inform themselves through the same channels. People whose attention is drawn to a destination through TV-spots, inform themselves later through their friends and family. If a person become aware of a destination through guidebooks, they under-representatively use pieces of advice from friends and family for further information gathering compared to the mean. On the other hand, if a person becomes aware of a destination through friends and family they seldom use guidebooks to inform themselves. Because of this correlation, it seems that word of mouth of friends and family, TA's and TO's, and articles in newspapers and magazines are the best channels to promote Thailand among the German-speaking Swiss families.

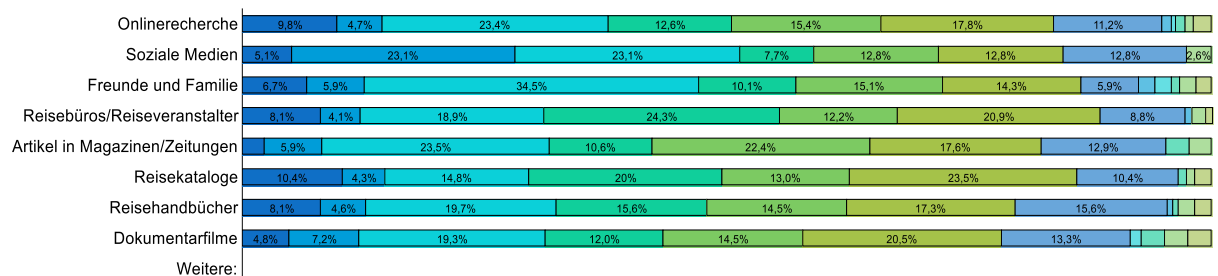
Table 1 – Awareness in relation to information gathering (G-Version)

	Online werb ung	Soziale Medien	Freunde und Familie	Reiseb üros/Re isevera nstalter	Artikel in Magazi nen/Ze itungen	Reisek ataloge	Reiseh andbü cher	Plakate	TV-S pots	Werbei nserate / Anze igen	Gewin nspiele / Wettb ewerbe	Weitere:
Onlinerecherche	21	10	50	27	33	38	24	2	1	2	2	4
Soziale Medien	2	9	9	3	5	5	5	0	0	0	1	0
Freunde und Familie	8	7	41	12	18	17	7	2	2	1	2	2
Reisebüros/Reiseveranstalter	12	6	28	36	18	31	13	1	0	0	2	1
Artikel in Magazinen/Zeitungen	2	5	20	9	19	15	11	0	0	2	2	0
Reisekataloge	12	5	17	23	15	27	12	0	0	1	1	2
Reisehandbücher	14	8	34	27	25	30	27	1	0	1	3	3
Dokumentarfilme	4	6	16	10	12	17	11	0	1	2	2	2
Weitere:	0	0	0	0	0	0	0	0	0	0	0	0

p = 0,05 ; Khi2 = 98,70 ; DoF = 77 (S)

Beziehung ist signifikant.

Die über- bzw. unterrepräsentierten Elemente werden eingefärbt.



Source: data collected by the author (survey 2016)

Regarding the French-speaking respondents, no significant correlation between becoming aware and the information gathering channels was found, although the number of French-speakers who become aware through social media and stay on this channel for information gathering is over-represented compared to the mean (see Table 17 in Appendix VIII – Awareness in relation to information gathering (F-Version)). The finding that most people stay with the same channel after becoming aware for searching for information might be due to the fact, that they try to find more information straight after they got attentive to a destination.

### 5.1.2. The correlation between information gathering and booking

Furthermore, there is also a very significant correlation between the way German-speaking people gather information and the way they book their family vacation ( $p=0.005$ ), while there is no significant correlation of these variables in the F-Version (see Table 18 in Appendix IX – Information gathering in relation to the booking channel (F-Version)). The German-speaking respondents who practice online research or gather information on social media are likely to book their family holidays via the Internet. The respondents who got informed about a



destination at a travel agency (TA) or at tour operator (TO) do most likely book at the agency too. The number of people who book on the Internet after becoming aware of a destination thanks to a travel agent are underrepresented. Additionally, the respondents using travel catalogues over-representatively book their family vacation at a travel agency or tour operator and German-speakers who informed themselves through friends and family do under-representatively book their holidays at a TA or TO compared to the mean. This means, that if a person becomes attentive to a destination via a travel agency or tour operator, they are likely to use this marketing channel throughout the whole decision-making- and booking process.

Table 2 – Information gathering in relation to the booking channel (G-Version)

	Onlinerecherche	Soziale Medien	Freunde und Familie	Reisebüros/Reiseveranstalter	Artikel in Magazinen/Zeitung	Reisekataloge	Reisehandbücher	Dokumentarfilme	Weitere:
Reisebüro/Reiseveranstalter	21	1	9	27	8	19	20	6	0
Internet	32	7	16	4	11	7	17	9	0
Wir benutzen beide Buchungsmethoden	19	3	15	16	8	10	17	9	0
Wir buchen nicht im Voraus	3	0	3	0	2	0	2	1	0

p = 0,005 ; Khi2 = 41,53 ; DoF = 21 (TS)

Beziehung ist sehr signifikant.

Die über- bzw. unterrepräsentierten Elemente werden eingefärbt.

Reisebüro/Reiseveranstalter	18,9%	8,1%	24,3%	7,2%	17,1%	18,0%	5,4%
Internet	31,1%	6,8%	15,5%	3,9%	10,7%	6,8%	8,7%
Wir benutzen beide Buchungsmethoden	19,6%	15,5%	16,5%	8,2%	10,3%	17,5%	9,3%
Wir buchen nicht im Voraus	27,3%	27,3%	18,2%	18,2%	9,1%		

Source: data collected by the author (survey 2016)

### 5.1.3. The correlation between becoming aware and booking

The way the German-speakers become aware of a destination significantly correlated to how they book their family holidays afterwards (p=0.002). The respondents who become aware of a destination through social media or advertisement are likely to book their family vacation via the Internet, while the German-speaking respondents whose attentions have been drawn towards a destination thanks to a travel agent will then most likely book the family holiday at the TA or TO. German-speaking people who become aware through a travel agency or tour operator and then book via the Internet, are underrepresented. This result does once more confirm that people usually do not change the marketing channel between the decision-making process and the booking process, which makes it easier for Gretz Communications AG to focus on certain marketing channels in order to attract new Swiss families to Thailand.

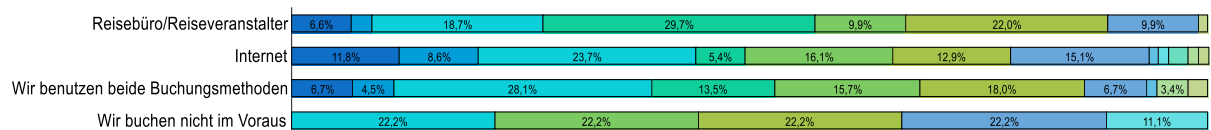
Table 3 – Awareness in relation to the booking channel (G-Version)

	Online werb ung	Soziale Medien	Freunde und Familie	Reiseb üros/Re isevera nstanter	Artikel in Magazi nen/Ze itungen	Reisek ataloge	Reiseh andbü cher	Plakate	TV-S pots	Werbei nserate / Anze igen	Gewin nspiele / Wettb ewerbe	Weitere:
Reisebüro/Reiseveranstalter	6	2	17	27	9	20	9	0	0	0	0	1
Internet	11	8	22	5	15	12	14	1	1	2	1	1
Wir benutzen beide Buchungsmethoden	6	4	25	12	14	16	6	1	0	0	3	2
Wir buchen nicht im Voraus	0	0	2	0	2	2	2	0	1	0	0	0

$p = 0,002$  ;  $\chi^2 = 61,45$  ; DoF = 33 (TS)

Beziehung ist sehr signifikant.

Die über- bzw. unterrepräsentierten Elemente werden eingefärbt.



Source: data collected by the author (survey 2016)

The way the French-speakers become aware of a destination and how they book their family holidays are linked by a slightly significant correlation ( $p=0.11$ ) compared to the G-Version. The gathered data of the survey (2016) show that the French-speakers who become aware of a destination through travel catalogues do over-representatively book their family holidays at a travel agency or tour operator compared to the mean.

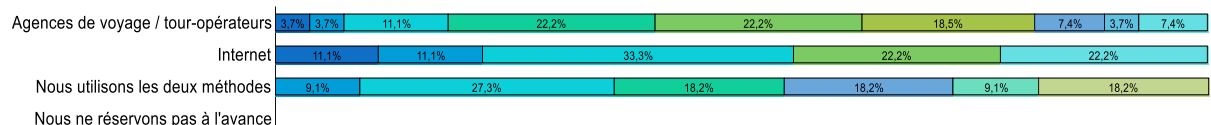
Table 4 – Awareness in relation to the booking channel (F-Version)

Aufmerksam\_Destination\_F, Buchen\_F

	Publicité en ligne	Les médias sociaux	Amis et famille	Agences de voyages / tour-op érateurs	Articles dans des magazi nes / jour naux	Broch ures de voyage	Guides de voyage	Affiches	Publi cités télév isées	Anno nces / anno nces publi citaires	Loterie / Conc ours	Autres:
Agences de voyage / tour-opérateurs	1	1	3	6	6	5	2	1	2	0	0	0
Internet	1	1	3	0	2	0	0	0	2	0	0	0
Nous utilisons les deux méthodes	0	1	3	2	0	0	2	0	0	1	0	2
Nous ne réservons pas à l'avance	0	0	0	0	0	0	0	0	0	0	0	0

$p = 0,11$  ;  $\chi^2 = 28,12$  ; DoF = 20 (WS)

Beziehung ist wenig signifikant.



Source: data collected by the author (survey 2016)

#### **5.1.4. Results regarding the decision-making process**

According to the results of the cross tables of the G- and F-Version, the hypothesis that online marketing is the most effective channel for Gretz Communications AG to promote Thailand to Swiss families cannot be proved nor rejected. Online marketing seems to be an important and effective marketing channel but certainly not the most important one (at least for the G-Version), This result is based on the finding that social media is an important source for becoming aware of a destination, as well as for the information gathering later on. These two variables are very significant correlated. Additionally, the German-speaking respondents who do online search or look for information on social media channels will also book their holidays online. However, as mouth of friends and family, TA's and TO's, and articles in newspapers and magazines are the most frequently used channels for information gathering, as well as for becoming aware of a destination (at least for the German-speaking part of Switzerland), online marketing is therefore not specifically the most important channel.

## **5.2. DESTINATIONS AND PREFERENCES**

According to Brash, 2014, families with pre-school children are recommended to stay in more touristic areas of Thailand, as the Thai people are very fascinated by children and like to talk to and hold them. This fascination is smaller in touristic areas than elsewhere, which provides more relaxed holidays. However, it is arguable if families with children between the age of 6 and 12 years old are really better accommodated in destinations away from mass tourism, as children might have more touristic attractions offered in touristic regions. As children should have a balance between structured and unstructured play (Carr, 2011), a calmer destination might do its purpose just as well as a more touristic destination. However, according to the survey (2016), the favorite beach destination in Thailand for family holidays is Ko Samui for both language versions. Yet, the result of stating Ko Samui as the preferred family beach holiday destination for French-speaking respondents should be considered carefully, as only 15 French-speaking people participated in the survey. A high price/performance ratio and the hotel being directly located at the beach are the two most important factors the respondents expect from a destination (see chapter 5.3.1. Expectations of a family beach holiday destination) which Ko Samui (among other beach destinations in Thailand) can fulfill (see chapter 6.4. Value for money and Appendix VII – List of hotels in Thailand that are recommended as family hotels by tour operators and travel agencies). Certainly for beach holidays, the best time to visit Ko Samui is from February to September

with the peak season from June to August (Brash et al., 2014), which makes Ko Samui a good destination during Swiss summer school holidays.

### 5.2.1. The correlation between the expectations and the overall satisfaction

Although, there seems to be no significant correlation between the German-speaking respondents' expectations of a destination and their preferred destination ( $p=0.77$ ) the expectations of the German-visitors regarding a destination stand in a very significant correlation with their overall satisfaction of holidays in Thailand, if the respondent's preferred country for family beach holiday was not Thailand ( $p<0.01$ ). On the other hand, the expectations are not significant if Thailand is already their favorite family beach holiday destination is Thailand ( $p=0.32$ ). This result might be caused by the fact, that Thailand fans have already made their minds about the destination and know what to expect of it. The expectations of French-speakers regarding a destination do not seem to be significant compared to their overall satisfaction of their holidays in Thailand.

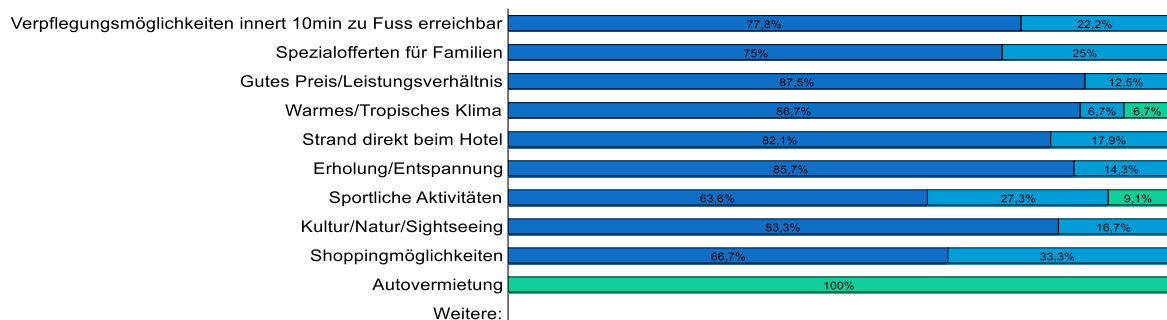
Table 5 - Expectation of a destination vs. Satisfaction of people whose preferred family beach holiday destination is not Thailand

	Sehr zufrieden	Eher zufrieden	Unzufrieden	Sehr unzufrieden
Verpflegungsmöglichkeiten innert 10min zu Fuss erreichbar	14	4	0	0
Spezialofferten für Familien	6	2	0	0
Gutes Preis/Leistungsverhältnis	21	3	0	0
Warmes/Tropisches Klima	13	1	0	1
Strand direkt beim Hotel	23	5	0	0
Erholung/Entspannung	12	2	0	0
Sportliche Aktivitäten	7	3	0	1
Kultur/Natur/Sightseeing	10	2	0	0
Shoppingmöglichkeiten	4	2	0	0
Autovermietung	0	0	0	1
Weitere:	0	0	0	0

$p = <0,01$  ;  $\chi^2 = 55,09$  ;  $DoF = 18$  (TS)

Beziehung ist sehr signifikant.

Die über- bzw. unterrepräsentierten Elemente werden eingefärbt.



Source: data collected by the author (survey 2016)

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### 5.2.2. Results regarding the destinations and preferences

The significance of the expectations of a destination compared to the tourist's satisfaction of the author's survey is also proved right by a study of Qu & Mongkhonvanit (2008). They carried out a study among Taiwanese, Japanese, Chinese, Indian, British, Korean, American, Malaysian, Australian, French, German and people from New Zealand, the major motivational factors to revisit Thailand were "seeing people from different cultures, interesting cultural and historical attractions, a trip to Thailand worth the value for the money, overall affordability, friendliness of Thai people, and natural attractions" (Qu & Mongkhonvanit, 2008, p. 10). However, the hypothesis that educational activities for children are likely to attract families for Thailand cannot be proved nor rejected, as the respondents of the survey did not over- nor under-representatively expect to have culture/nature/sightseeing activities at a destination.

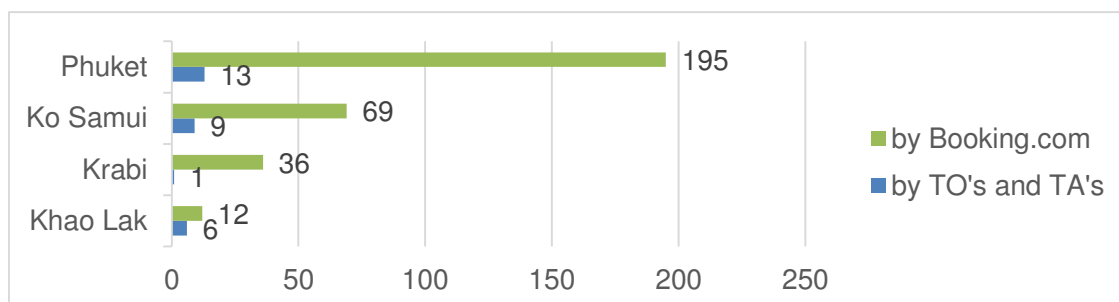
### 5.3. EVALUATION OF THAILAND'S TOURISTIC OFFERS FOR FAMILIES BASED ON PHUKET, KO SAMUI, KRABI AND KHAO LAK

The evaluated destinations (Phuket, Ko Samui, Krabi and Khao Lak) provide a diverse offer of family hotels and activities, which makes them attractive holiday destinations for Swiss families. Among those are snorkeling, yachting, hiking and jungle trekking, canoeing, shopping (Qu & Mongkhonvanit, 2008), visiting theme parks, zoos and museum. Phuket, Ko Samui, Krabi and Khao Lak also offer a lot of "wildlife encounters, waterfall spotting, and organized water sports ideal for children aged six and older." (Brash, 2014, p. 45) Please find four SWOT-Analyses of Phuket, Ko Samui, Krabi and Khao Lak as family beach holiday destinations Appendix II – SWOT Analyses.

As hotels are the preferred type of accommodation by Swiss families in Thailand, the travel catalogues of TUI, Tourasia, Travelhouse Wettstein, Kuoni, Hotelplan and asia 365 have been evaluated by their number of family-friendly hotels in Phuket, Ko Samui, Krabi and Khao Lak. TO's, TA's and travel catalogues are important tools for Swiss families to raise awareness, gather information and book family holidays. The hotels have been evaluated according to their provision of the following facilities and services: Destination, number of hotel stars, non-swimmer pool, waterslides, kid's club, evening animation, child-care service, family room, catering services (all inclusive, full board, half board, breakfast only, beach/pool bar, kid's menus), playground, food shops nearby, beachfront location, availability of Wi-Fi, TV, safe, minibar, air-conditioned rooms/ventilation. 108 hotels in the travel catalogues offered at least a non-swimmer pool, waterslides, a kid's club, child-care services, family rooms or a specific

playground for children. However, only 29 hotels in total were explicitly promoted as family hotels by the mentioned agencies' travel catalogues: 13 hotels in Phuket, nine on Ko Samui, one in Krabi and six in Khao Lak. 27 of them were less than one kilometer away from the beach, while 17 family-friendly hotels were stated to be directly by the sea. A list of family friendly hotels can be consulted in Appendix VII – List of hotels in Thailand that are recommended as family hotels by tour operators and travel agencies. In comparison, the website Booking.com (2016a) offers 106 hotels and 89 resorts with family rooms in the province of Phuket, 50 resorts and 19 hotels in Ko Samui (Booking.com, 2016b), 21 resorts and 15 hotels in Krabi and 10 resorts and two hotels in Khao Lak (more information about the specific accommodation types in Appendix II – SWOT Analyses. Therefore, Swiss TOs and TAs have a high potential to expand their offer of family hotels in those four destinations and Gretz Communications AG has the opportunity to further promote family-friendly hotels and resorts to Swiss families. This result is underlined by Qu & Mongkhonvanit (2008) who mention that Thailand has many different kinds of accommodations to offer, ranging from luxurious five-star resorts to beach-front bungalows, which fit any budget.

Figure 29 – Number of hotels and resorts being promoted as family-friendly by destination



Source: Hotelplan (2015); TUI (2015); asia365 (2015); tourasia (2015); travelhouse wettstein (2015); KUONI (2015); Booking.com (2016a, b, c, d)

#### 5.4. VALUE FOR MONEY

On one hand, the minimum number of stars expected is not significant to the net income per household nor the expenditures of the French-speaking respondents (please see Appendix X – Hotel stars vs. income and budget for the tables). On the other hand, the expenditures of the German-speakers who had already visited Thailand with their families stand in a slightly significant correlation with the minimum number of hotel stars expected (according to the Swiss standard). The German-speaking repeat visitors to Thailand, who would spend less than

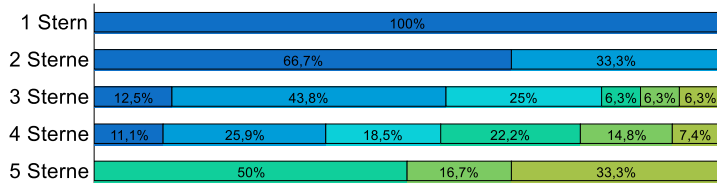
CHF 600 per person a week (excluding flights), would be satisfied with a one- or two-star hotel, whereas people with a budget between CHF 1'801 and CHF 2'400, or more than CHF 3'000 want to stay in five-star hotels.

Table 6 – Cross table between the expenditures of people who had already visited Thailand and the minimum of hotel stars expected (G-Version)

	Weniger als 600	601 bis 1'200	1'201 bis 1'800	1'801 bis 2'400	2'401 bis 3'000	Mehr als 3'000
1 Stern	<u>1</u>	0	0	0	0	0
2 Sterne	<u>2</u>	1	0	0	0	0
3 Sterne	2	7	4	1	1	1
4 Sterne	3	7	5	6	4	2
5 Sterne	0	0	0	<u>3</u>	1	<u>2</u>

$p = 0,11$  ;  $\chi^2 = 27,98$  ; DoF = 20 (WS)

Beziehung ist wenig signifikant.



Source: data collected by the author (survey 2016)

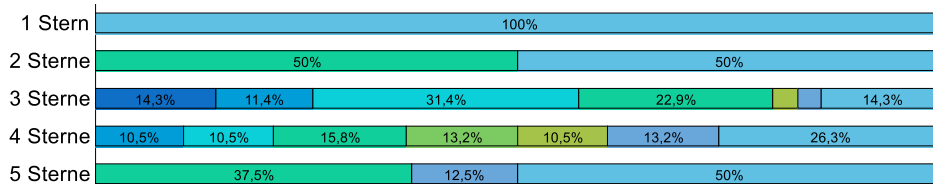
All German-speaking respondents with a monthly net income of less than CHF 4'000, or between CHF 8'001 and CHF 12'000 want to stay in a minimum three-star hotel. If the income is between CHF 10'001 and 14'000, they are over-representatively expecting to stay at least in a four-star hotel compared to the mean. In regard of the number of hotel stars promoted, the analysed catalogues of TUI, Tourasia, Travelhouse Wettstein, Kuoni, Hotelplan and asia 365 (2015) do only offer hotels with a minimum of three-stars. However, it is arguable if promoting one to two-star hotels would be of interest for the TO's and TA's.

Table 7 – Net income per household a month in relation to the minimum of hotel stars expected (G-Version)

	Weniger als 4'000	4'001 bis 6'000	6'001 bis 8'000	8'001 bis 10'000	10'001 bis 12'000	12'001 bis 14'000	Mehr als 14'000	Keine Antwort
1 Stern	0	0	0	0	0	0	0	1
2 Sterne	0	0	0	2	0	0	0	2
3 Sterne	5	4	11	8	0	1	1	5
4 Sterne	0	4	4	6	5	4	5	10
5 Sterne	0	0	0	3	0	0	1	4

$p = 0,10$  ;  $\chi^2 = 37,88$  ; DoF = 28 (WS)

Beziehung ist wenig signifikant.



Source: data collected by the author (survey 2016)

Unrelated to the income, the biggest part of the French- and German-speaking respondents would spend between CHF 601.- and CHF 1'200.- per person for one week of holiday in Thailand, excluding flights (see chapter 5.2.5. Budget). While most of the German-speaking respondents would stay for three to four weeks in Thailand, the French-speakers would only stay from one to two weeks, regardless of the fact that they are repeat visitors or not (see chapter 5.2.4. Duration of family vacations in Thailand).

## 5.5. SATISFACTION

According to the author's survey, the overall satisfaction of Thailand as a family beach holiday destination is slightly significant to the number of visits. This results from one German-speaking person who was very dissatisfied with this specific destination, but he or she has still travelled to Thailand more than six times. As the person did not leave a comment about the reason for the dissatisfaction, it cannot be evaluated why the person has been to Thailand six times despite the poor satisfaction. It can be argued that the person just clicked on the wrong answer.

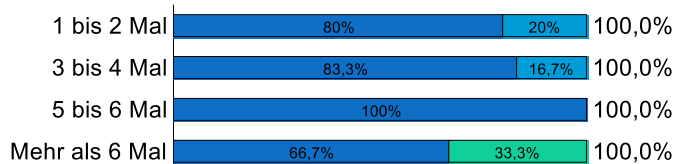


Table 8 – The number of family trips to Thailand in relation to the satisfaction of respondents for whom Thailand is not their preferred family beach holiday destination (G-Version)

	Sehr zufrieden	Eher zufrieden	Unzufrieden	Sehr unzufrieden
1 bis 2 Mal	16	4	0	0
3 bis 4 Mal	5	1	0	0
5 bis 6 Mal	3	0	0	0
Mehr als 6 Mal	2	0	0	1

$p = 0,09$  ;  $\chi^2 = 11,07$  ; DoF = 6 (WS)

Beziehung ist wenig signifikant.



Source: data collected by the author (survey 2016)

However, there is no correlation between the number of times one has visited Thailand and the overall satisfaction when Thailand was the preferred family beach holiday destination of the respondents. Regarding the French-speakers, there is no significance at all between those two variables. Nevertheless, all of the repeat visitors (German- and French-speaking) claimed to be satisfied or even very satisfied.

Table 9 – The number of family trips to Thailand in relation to the satisfaction of respondents whose preferred family beach holiday destination is Thailand (G-Version)

	Sehr zufrieden	Eher zufrieden	Unzufrieden	Sehr unzufrieden
1 bis 2 Mal	8	1	0	0
3 bis 4 Mal	6	0	0	0
5 bis 6 Mal	2	0	0	0
Mehr als 6 Mal	9	3	0	0

$p = 0,46$  ;  $\chi^2 = 2,60$  ; DoF = 3 (NS)

Beziehung ist nicht signifikant.

Source: data collected by the author (survey 2016)

As a result of the survey analysis, it can be said that Thailand, especially regarding Phuket, Ko Samui, Krabi and Khao Lak, is an attractive beach holidays destination for Swiss families. This is accentuated by the fact that according to Brash (2014) and Whittaker (2015), families and especially children are welcomed in Thailand. This is also underlined by Qu & Mongkhonvanit, (2008, p. 19) “About 93 per cent of the respondents were satisfied with their trip to Thailand. Almost 90 per cent of the respondents said that they would revisit Thailand.” The respondents’ perception of the survey about Thailand who had never traveled to Thailand also proves this result, as 85% of the German-speakers and 80% of the French-speakers perceived Thailand as a family-friendly country. Therefore, the hypothesis of Thailand being perceived as a family-friendly holiday destination among Swiss families can be proved. These findings also show that Thailand is an attractive family beach holiday destination for Swiss families and are supported by the median of the overall satisfaction of family vacation in Thailand. Among all 116 respondents, the median was of four (very satisfied = 4, very dissatisfied = 1), while the mode (value that occurred most frequently) of both language versions was of 4 as well. The mean (average) among the 101 German-speaking respondents was 3.8 and the one of the French-speaking respondents was 3.6. Thailand has thus a high likelihood of being recommended to other families, which is also proved by the author’s survey in which 65 of 66 Swiss tourists would recommend Thailand to other families. All of the 66 people (except of one person) who had taken holidays in Thailand with their families, perceived Thailand as a family-friendly destination.

Table 10 – Analysis of the overall satisfaction of the G-Version and F-Version

	<b>Mean</b>	<b>Median</b>	<b>Mode</b>
<b>G-Version</b>	3.8	4	4
<b>F-Version</b>	3.6	4	4

Source: data collected by the author (survey 2016) based on Figure 24 - Overall satisfaction with family beach holidays in Thailand

## 6. RECOMMENDATIONS FOR GRETZ COMMUNICATIONS AG

As it has already been stated above, Thailand has a high potential for family tourism, but Gretz Communications AG did not specifically promote family tourism in the past years for its mandate TAT Switzerland. Family tourism was not their main target market, which is selected by the headquarters of the Tourism Authority of Thailand. Still, some recommendations could be given to Gretz Communications AG in order to better promote Thailand among Swiss families:

The German-speaking respondents become aware of a destination through travel agencies and tour operators, articles in magazines and newspapers, friends and family or guidebooks, do later inform themselves through the same channels. As articles in magazines and newspapers are among the three most effective marketing channels, it is recommended that Gretz Communications AG organizes individual media trips and sends journalists and bloggers with their families to Thailand, who will write about their experiences of Thailand as a family holiday destination. Furthermore, a tight cooperation with TAs and TOs can lead to a higher promotion through the agents and therefore more tourists to Thailand. In order that travel agents often recommend Thailand to Swiss families, various familiarization trips for travel agents should be organized by TAT Switzerland. Furthermore, GCPR should keep an eye on the social media channels such as Facebook, Twitter, TripAdvisor, Instagram etc. regarding word of mouth about Thailand. If GCPR does so, they will be able to react on negative comments about the destination and provide solutions and inputs for possible problems.

According to the results of the survey (2016), Swiss families who look for information online usually book online too. It is thus recommended to Gretz Communications AG to provide all necessary information and links needed to persuade a potential tourist to travel to Thailand for family holidays directly on TAT Switzerland's website ([www.tourismthailand.ch](http://www.tourismthailand.ch)). This does not only include information about the destination itself, but about visa requirements, health issues, vaccination, child-friendly hotels and activities, etc. and especially where to book the holidays as well. When potential tourists like what is written about the destination on the website, they can easily be lead to the website of the TAs, TOs, airlines, hotels or service providers, where they are able to finalize a booking. When looking at the website of TAT Switzerland, [www.tourismthailand.ch](http://www.tourismthailand.ch), it already provides the most important information about holidays in Thailand. (Thailändisches Fremdenverkehrsamt, 2016) However, the section about family holidays, including the information about family-friendly hotels, destinations and activities

should continuously be extended. Especially the topic of sex tourism, how to deal with long flights, hygiene issues and tropical diseases should more intensely be treated in order to reassure first-timers who might be scared to travel to Thailand with their families. Carr (2011) stated, for example, that the change of nutrition or different preparation of the food in other countries can affect children and cause diarrhea. It is therefore recommended to inform the parents that Thai restaurants are very flexible in offering child-friendly menus, which are not spicy (Brash, 2014). This information, as well as an advice about how to protect themselves and their children from illnesses and where to go in case of an emergency, would ease the parents' anxieties.

Good-value for money and hotels directly located by the sea are in both versions of the survey the most important criteria for choosing a destination. Gretz Communications AG should therefore especially promote the added value of family holidays in Thailand compared to other countries. An added value could be the number of family-friendly hotels, which are directly located on the beach and provide special family offers, although the extent to what counts as a family offer is subjective. The finding of the survey (2016) demonstrates that in 39 of 66 cases no special family offer has been provided and that only 9 respondents did not want to make use of such an offer. This shows that there is still a high potential in increasing family offers in Thailand and in actively promoting them. TAT Switzerland could also promote family offers and packages to Swiss travel agencies' and tour operators' more intensely, as well as to Thai hotels offering such services. If TAT Switzerland, Swiss travel agencies and tour operators work closely together in order to promote family tourism in Thailand, the Thai tourism industry will profit, as well as the TA's and TO's.

Furthermore, the promoted activities and family offers should be in line with the family members' needs and desires during holidays. When looking at a family, parents seek for relaxation, sightseeing, reading books, going for a run or enjoying time as a couple, whereas children prefer physical activities, playing and having fun (Vestergaard-Mikkelsen & Stilling-Blichfeldt, 2015). As fathers, according to Fountain et al. (2015), prefer to spend time with their children during family holidays, whereas mothers are happy to enjoy some time without their children. Therefore, the marketing activities of GCPR should target the different family members and their desires well. If a service provider offers active family holidays, GCPR should in this case focus more on fathers than mothers and if a hotel promotes its child-care service or kid's club, it might be more effective to target mothers. However, sports and other

activities should be promoted as an additional opportunity that adds value to the destination. It is not always easy to find activities that all family members enjoy and compromises must be made among the family members (Carr, 2011). GCPR should therefore promote different activities that are either attractive to children or to parents (or even to both) in order to make the family vacation enjoyable for every member. This is especially important, as the holiday experiences children make during childhood will influence their holiday decisions when they have grown up. Even though families are the main target group for many tourist destinations (Vestergaard-Mikkelsen & Stilling-Blichfeldt, 2015), if TAT Switzerland's concentrates on providing memorable experiences, a long-lasting impact on the Thai tourism industry will be created, as today's children are the customers of tomorrow.

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## CONCLUSION

In conclusion of the literature review and the survey analysis, it can be claimed as a final statement that Thailand, based on Phuket, Ko Samui, Krabi and Khao Lak, is an attractive beach holiday destination for Swiss families. They have various family-friendly hotels and activities to offer, a statement also made by Qu & Mongkhonvanit (2008) and Brash (2014). The attractiveness of Thailand for families is also underlined by the fact that families and especially children are, according to Brash (2014) and Whittaker (2015), very welcomed in Thailand. Thanks to this study, it was shown that the two most often mentioned expectations correspond to the good value for money and hotels being directly located by the beach. In order to further and better promote Thailand to Swiss families, it is recommended to Gretz Communications AG to organize media and familiarization trips, to react on social media comments about Thailand, to promote special family offers of the trade more often and to extend TAT Switzerland's website with more information about family holidays in Thailand. When launching a marketing activity, it is important to focus on the family members' expectations in order to promote the right destination to according to the specified desires also stated by Carr (2011) and to promote added value of family beach holidays in Thailand. The limits of the study are that it only focuses on family holidays in Thailand and does not take into account any other countries. The data regarding the touristic offer in Thailand might not be complete and it has only been evaluated for families with children between six and twelve years old, which excludes teenagers and babies. Additionally, the survey has only been addressed towards mothers and fathers from the German- and French-speaking parts of Switzerland, but not towards children or the Italian- and Rhaeto-Romanic-speaking parents. It only treated the topic of family beach holidays in Thailand, excluding any other types of family vacations. The children of the survey's respondents were between zero and 52 years old. Nevertheless, this study provides a basis for further research about other types of family holidays in Thailand, as well as in other destinations, or change the target market to single parent or gay / lesbian families travelling with babies or teenagers. Furthermore, the touristic offers for families in the whole country of Thailand could be more closely analyzed, or the family tourism industry in Thailand could be benchmarked with the one of another country.

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## APPENDIX I: OCCUPATION MODELS OF COUPLES WITH THEIR YOUNGEST CHILD AT THE AGE OF 7-14 IN A HOUSEHOLD

Table 11 - Occupation models of couples with their youngest child at the age of 7-14 in a household

In %

Year	Father full-time, mother not employed	Father full-time, mother part-time 1-89%	Both full-time	Both part-time	Father not employed or part-time (1-89%), mother full-time	Both not employed	Other models
2014	19.3	58.2	11.6	4.9	2.6	0.9	2.6
2013	20.9	56.2	12.1	4.5	2.6	1.2	2.7
2012	20.3	57.4	11.8	4.0	2.7	1.3	2.6
2011	21.7	56.9	11.3	4.0	2.5	1.1	2.5
2010	22.2	56.7	10.8	4.0	2.2	1.3	2.8
2007	24.2	55.0	11.2	3.7	1.9	1.3	2.8
2004	24.9	55.4	10.9	3.2	2.0	1.5	2.1
2000	28.9	53.2	12.2	(2.4)	(1.7)	(0.5)	(1.1)
1997	34.1	51.5	8.2	(2.2)	(1.3)	(1.2)	(1.6)
1995	38.5	44.9	11.5	(1.8)	(1.2)	(0.5)	(1.8)
1992	37.5	45.0	12.2	(1.4)	(1.6)	(0.6)	(1.7)

Source: Table by the author based on Bundesamt für Statistik. (2015). *Erwerbsmodelle bei Paaren mit und ohne Kind(er) im Haushalt*. Retrieved on 2016, May 20 from <https://www.bfs.admin.ch/bfs/de/home/statistiken/wirtschaftliche-soziale-situation-bevoelkerung/gleichstellung-frau-mann/vereinbarkeit-beruf-familie/erwerbsmodelle-paarhaushalten.assetdetail.325794.html>

## APPENDIX II – SWOT ANALYSES

Table 12 – SWOT-Analysis of Phuket as a family beach holiday destination

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• <b>Various activities for families</b>, such as yachting, golfing, cooking classes, bicycle tours, museums, festivals spa, shopping, markets, Thai boxing, sightseeing of the Bid Bhudda and the old town of Phuket, temples and viewpoints, yoga, bars and clubs, the Sirinat National Park, the Khao Phra Thaew Royal Wildlife &amp; Forest Reserve. Elephant trekking can be experienced at the Kata-Hat Nai Han road, there is the Phuket Aquarium, the Phuket Gibbon Rehabilitation Centre, the Phuket Fantasea a theme park, the Surf House a man-made surf park, or the Phuket Wake Park a wake-boarding park, which is however more suitable for elder children (b). Families can go snorkeling in the rock reef for example at Kamala beach (a).</li> <li>• <b>Variety of family accommodation types:</b> The website of booking.com offers 366 accommodations with family rooms in the province of Phuket for the period between the 6th and the 10th of February 2017, as this is high reason for the region of</li> </ul>	<ul style="list-style-type: none"> <li>• Some of Phuket's <b>beaches can be dangerous</b> and not suitable for swimming during monsoon time (c). It is not recommended to swim during the monsoon season from May to October (c).</li> <li>• <b>Large island:</b> Phuket's beaches are mainly located on the eastern side of the island, whereas Phuket town lies in the southeast (a).</li> </ul>

<p>Phuket (b). 120 are holiday homes, 106 hotels, 89 resorts, 32 guest houses, 8 hostels, 8 villas, 2 bed and breakfasts and 1 a chalet. 286 have a pool and 48 have direct access to the beach. 363 hotels do have free internet connection, 161 have a fitness center, 82 a spa. 358 have air-conditioning and 324 are equipped with a fridge (d).</p> <ul style="list-style-type: none"> <li>• <b>Accommodations for every budget:</b> The price ranges per night are between CHF 0 and CHF 210+, where 122 accommodations were cost CHF 210 and more (d).</li> <li>• Phuket has an international airport</li> </ul>	
<p>Opportunities</p>	<p>Threats</p>
<ul style="list-style-type: none"> <li>• <b>Promote the different beaches according to their offers and characteristics:</b> It is said that the further north, the prettier the beaches become (a). For example, Karon beach is where mostly package tourists stay and relax in glamorous big resorts (a). People can swim and do water sport activities such as jet-ski riding. The Karon Beach is recommended for families and not much crowded. The beach is long and is not much developed, although it is the second largest of Phuket's touristic beaches (c). The peaceful Layan beach lies at a river</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Traffic jam</b> in Phuket town</li> <li>• Loses its exotic image, as it becomes a <b>mass tourism market</b></li> <li>• <b>Limitation of desk chairs and shops:</b> People are unsatisfied with the new regulations of limiting desk chairs and food shops at the beaches in Phuket.</li> <li>• Danger of natural catastrophes</li> </ul>

<p>and a lagoon with much wildlife. It is well-known by rock climbers and bird watchers, but not so much for swimming (c).</p> <ul style="list-style-type: none"> <li>• <b>Promote nature activities:</b> An old fishing village is located further inland of Bang Tao beach and tourists can see water buffalos around. It is a destination for nature and peace-seekers (a).</li> </ul>	
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Source: Table by the author with multiple sources

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Table 13 – SWOT-Analysis of Ko Samui as a family beach holiday destination

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Ko Samui has an airport</li> <li>• Several shallow and calm beaches (g)</li> <li>• <b>Variety of activities</b> such as temple visits, kayaking, snorkeling, stand up paddling, water parks, diving, yoga, spa, Thai massages, cooking schools, temples, Thai boxing, kiteboarding, markets, restaurants and bars and much more (a).</li> <li>• <b>Harbor:</b> Ko Samui is an excellent departure point for boat trips and island hopping to Ko Phangan or to the Aong Thong Marine National Park (a).</li> <li>• <b>Variety of well-equipped family accommodation:</b> Booking.com (2016b) offers for the island Ko Samui during its high season, (a) the period from the 10<sup>th</sup> of and the 14<sup>th</sup> of July 2017, 99 accommodations with family rooms. 50 out of them are resorts, which have the highest share, followed by holiday homes (23) hotels (19), guest houses (four), villas (two) and one hostel. 90 of the accommodations provide a pool and 36 have beach access. All of the accommodations offer free Wi-Fi, 31 have a fitness center and 27 a spa. All of them</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Swimming during the monsoon season (e) and low tide is not always possible</b> and bathing shoes are recommended (c).</li> <li>• <b>Not all beaches are suitable for swimming</b>, as there are is a much boat traffic, for example at Bophut beach (b).</li> <li>• At some beaches is a <b>strong current</b> from November until mid-January (g).</li> <li>• <b>Party destination:</b> Ko Samui is as well a party destination, which makes certain regions unsuitable for families. The northern part of the Chaweng Beach is the biggest party zone in the region (d).</li> </ul>

<p>are equipped with air-conditioner and 84 offer a fridge (b).</p> <ul style="list-style-type: none"> <li>• <b>Large price range for accommodations:</b> The biggest share of the accommodations in Ko Samui (43 accommodations) cost CHF 210 and more per night, although the price range is between CHF 0 and CHF 210+ (b).</li> <li>• <b>Many restaurants with local and international food are available (d).</b></li> </ul>	
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Further promote the variety of accommodation available in Ko Samui</li> <li>• <b>Promote special activities</b> such as cooking or Thai boxing classes to make it more attractive for families again</li> </ul>	<ul style="list-style-type: none"> <li>• Ko Samui becomes a mass tourism destination</li> <li>• <b>Pollution:</b> Bang Rak Beach is where the golden “Big Buddha” is located. The western part of the white sandy beach is relatively empty, but the traffic noise is always present, as the main road passes along the beach. The closer one gets to the Big Buddha in the east, the browner and coarser the sand becomes and the dirtier the sea water (d).</li> <li>• Danger of natural catastrophes</li> </ul>

Source: Table by the author with multiple sources

- Brash, C., Bush, A., Eimer, D. & Skolnick, A. (2014, July 18). *Thailand's Islands & Beaches*. Hawthorn, Australia : Lonely Planet Publications Pty Ltd.
- Booking.com (2016b). *Ko Samui*. Retrieved on 2016, August 16 from [http://www.booking.com/searchresults.de.html?aid=356992&label=gog235jc-region\\_family-de-fr-riviera-unspec-ch-com-L%3Ade-O%3AwindowsSnt-B%3Afirefox-N%3AXX-S%3Abo-](http://www.booking.com/searchresults.de.html?aid=356992&label=gog235jc-region_family-de-fr-riviera-unspec-ch-com-L%3Ade-O%3AwindowsSnt-B%3Afirefox-N%3AXX-S%3Abo-)

[U%3Ac&sid=0b1794ab851aff6af609b999d04708f&dcid=4&age=12&age=6&checkin\\_monthday=10&checkin\\_year\\_month=2017-7&checkout\\_monthday=14&checkout\\_year\\_month=2017-7&class\\_interval=1&dtdisc=0&group\\_adults=2&group\\_children=2&hlrd=0&hyb\\_red=0&inac=0&label\\_click=undef&nha\\_red=0&no\\_rooms=1&postcard=0&redirected\\_from\\_city=0&redirected\\_from\\_landmark=0&redirected\\_from\\_region=0&region=1501&review\\_score\\_group=empty&room1=A%2CA%2C6%2C12&sb\\_price\\_type=total&sb\\_travel\\_purpose=leisure&score\\_min=0&src=searchresults&ss=Ko%20Samui&ss\\_all=0&ssb=empty&sshis=0&ssne=Ko%20Samui&ssne\\_untouched=Ko%20Samui&track\\_sas=1&nflt=hotelfacility%3D28%3B&lsf=hotelfacility%7C28%7C99&nflt\\_qf=hotelfacility-28](#)TUI (2015)

- c. asia365. (2015, November). *ASIEN*. Retrieved on 2016, July 10 from <http://valtech.ipapercms.dk/Kuoni/KuoniCH/Asia365/Asien1516/>
- d. Brash, C. (2014, July). *Thailand's Islands & Beaches*. China : Lonely Planet Publications Pty Ltd.
- e. Hotelplan. (2015, November). *Ferne Traumstrände*. Retrieved on 2016, July 10 from [https://issuu.com/m-travel/docs/hp\\_fernetraumstraende\\_1516\\_issuu\\_d?e=1246049/14752808](https://issuu.com/m-travel/docs/hp_fernetraumstraende_1516_issuu_d?e=1246049/14752808)

Table 14 – SWOT-Analysis of Krabi as a family beach holiday destination

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Krabi offers <b>different activities</b> such as rock climbing, cave and mangrove forest exploring, boat trips, kayaking, markets, temples, hot springs, elephant trekking, diving, snorkeling, watersport activities, visit of the Khao Phanom Bencha National Park, or the Aonang Krabi Muay Thai Stadium and much more (a).</li> <li>• Departure point to the nearby islands for example Ko Phi Phi (a)</li> <li>• Countless restaurants and bars (c)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Rather small offer of family accommodations:</b> During the 6<sup>th</sup> and the 10<sup>th</sup> of February 2017, Booking.com (2016c) lists 57 accommodations with family rooms in the province of Krabi (excluding Koh Lanta, Koh Phi Phi and Koh Jum), as February is high season for this region (a). This destination offers 21 resorts, 15 hotels, 9 guest houses, 5 hostels, 4 holiday homes, and one villa, one bed and breakfast, as well as one holiday park. There is free Wi-Fi in 53 of the accommodations, 10 have a fitness center, but none of them has a spa. 56 accommodations are air-conditioned and 49 provide their guests with a fridge in the rooms (b).</li> <li>• Few family activities offered</li> <li>• Rather a destination for sporty people than families</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Promotion of family activities, as well as bad weather activities</li> <li>• Adapt hotels to families' needs</li> </ul>	<ul style="list-style-type: none"> <li>• Danger of natural catastrophes</li> <li>• Krabi becomes a mass tourism market</li> </ul>

Source: Table by the author with multiple sources

- a. Brash, C., Bush, A., Eimer, D. & Skolnick, A. (2014, July 18). *Thailand's Islands & Beaches*. Hawthorn, Australia : Lonely Planet Publications Pty Ltd.

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- b. Booking.com (2016c). *Krabi Province*. Retrieved on 2016, August 16 from [http://www.booking.com/searchresults.de.html?aid=304142&label=gen173nr-1DCAEoggJCAIhYSDNiBW5vcmVmaCylAQGYAQe4AQzIAQ\\_YAQPoAQGoAgM&sid=0b1794ab851afff6af609b999d04708f&dcid=12&age=12&age=6&checkin\\_monthday=6&checkin\\_year\\_month=2017-2&checkout\\_monthday=10&checkout\\_year\\_month=2017-2&city=-3249904&class\\_interval=1&dest\\_id=4790&dest\\_type=region&dtdisc=0&group\\_adults=2&group\\_children=2&hlrd=0&hybrid=0&inac=0&label\\_click=undef&nflt\\_qf=hotelfacility-28&nha\\_red=0&no\\_rooms=1&postcard=0&redirected\\_from\\_city=0&redirected\\_from\\_landmark=0&redirected\\_from\\_region=0&review\\_score\\_group=empty&room1=A%2CA%2C6%2C12&sb\\_price\\_type=total&sb\\_travel\\_purpose=leisure&score\\_min=0&src=searchresults&ss=Krabi%20Province%2C%20Thailand&ss\\_all=0&ss\\_raw=kra&ssb=empty&sshis=0&ssne\\_untouched=Krabi&track\\_sas=1&nflt=hotelfacility%3D28%3B%3D4291717392%3B%3D4291734676%3B%3D900040168%3B%3D900051075%3B%3D4291730642%3B%3D4291734677%3B&isf=uf%7C4291734677%7C2&unchecked\\_filter=uf](http://www.booking.com/searchresults.de.html?aid=304142&label=gen173nr-1DCAEoggJCAIhYSDNiBW5vcmVmaCylAQGYAQe4AQzIAQ_YAQPoAQGoAgM&sid=0b1794ab851afff6af609b999d04708f&dcid=12&age=12&age=6&checkin_monthday=6&checkin_year_month=2017-2&checkout_monthday=10&checkout_year_month=2017-2&city=-3249904&class_interval=1&dest_id=4790&dest_type=region&dtdisc=0&group_adults=2&group_children=2&hlrd=0&hybrid=0&inac=0&label_click=undef&nflt_qf=hotelfacility-28&nha_red=0&no_rooms=1&postcard=0&redirected_from_city=0&redirected_from_landmark=0&redirected_from_region=0&review_score_group=empty&room1=A%2CA%2C6%2C12&sb_price_type=total&sb_travel_purpose=leisure&score_min=0&src=searchresults&ss=Krabi%20Province%2C%20Thailand&ss_all=0&ss_raw=kra&ssb=empty&sshis=0&ssne_untouched=Krabi&track_sas=1&nflt=hotelfacility%3D28%3B%3D4291717392%3B%3D4291734676%3B%3D900040168%3B%3D900051075%3B%3D4291730642%3B%3D4291734677%3B&isf=uf%7C4291734677%7C2&unchecked_filter=uf)
- c. Brash, C. (2014, July). *Thailand's Islands & Beaches*. China : Lonely Planet Publications Pty Ltd.

Table 15 – SWOT-Analysis of Khao Lak as a family beach holiday destination

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Departure point to the <b>Khao Sok National Park</b> (a)</li> <li>• Khao Lak offers <b>various activities</b> such as diving, boat trips to the Similan and Surin Islands, snorkelling, bars and restaurants (a).</li> <li>• <b>Shallow and calm beaches</b> (c)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Rather small offer of family-friendly accommodations:</b> In Khao Lak are 17 accommodations with family rooms offered by Booking.com (2016d) during the 6<sup>th</sup> and the 10<sup>th</sup> of February 2017, which is high season for Khao Lak (a). 10 of the 17 accommodation types are resorts, two are hotels, two holiday homes, one is a chalet, one a guest house and one a bed and breakfast. 13 of them have a pool and eight have beach access. All of the accommodations offer free Wi-Fi, 7 have a fitness center and six have a spa. Air-conditioned rooms are provided by 15 accommodations and 11 offer a fridge in the rooms (b).</li> <li>• <b>Strong current</b> from June until September (c)</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Promotion of family activities, as well as bad weather activities</li> <li>• Adapt hotels to families' needs</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Danger of natural catastrophes</b>, as Khao Lak has been hit by a Tsunami in 2004, but the village has been rebuilt and attracts today even more tourists than before (d).</li> </ul>

Source: Table by the author with multiple sources

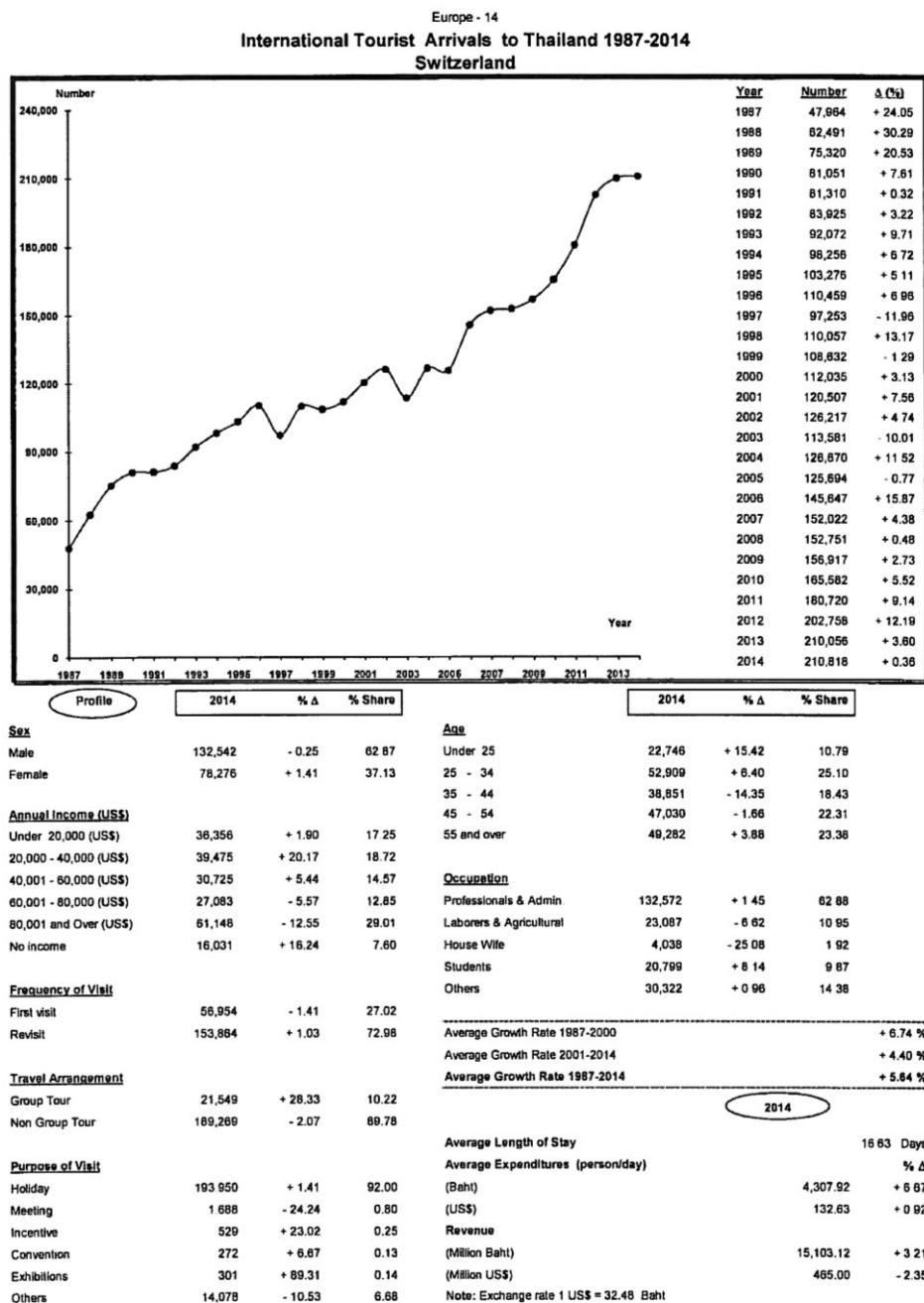
- a. Brash, C., Bush, A., Eimer, D. & Skolnick, A. (2014, July 18). *Thailand's Islands & Beaches*. Hawthorn, Australia : Lonely Planet Publications Pty Ltd.
- b. Booking.com (2016d). *Khao Lak Province*. Retrieved on 2016, August 16 from <http://www.booking.com/searchresults.de.html?aid=304142&label=gen173nr->

[1DCAEoggJCAIhYSDNiBW5vcmVmaCylAQGYAQe4AQzIAQ\\_YAQPoAQGoAgM&sid=0b1794ab851aff6af609b999d04708f&dcid=4&age=12&age=6&checkin\\_monthday=6&checkin\\_year\\_month=2017-2&checkout\\_monthday=10&checkout\\_year\\_month=2017-2&class\\_interval=1&dest\\_id=5199&dest\\_type=region&dtdisc=0&group\\_adults=2&group\\_children=2&hlrd=0&hyb\\_red=0&inac=0&label\\_click=undef&nha\\_red=0&no\\_rooms=1&postcard=0&redirected\\_from\\_city=0&redirected\\_from\\_landmark=0&redirected\\_from\\_region=0&review\\_score\\_group=empty&room1=A%2CA%2C6%2C12&sb\\_price\\_type=total&sb\\_travel\\_purpose=leisure&score\\_min=0&src=searchresults&ss=Khao%20Lak%2C%20Thailand&ss\\_all=0&ss\\_raw=khao%20lak&ssb=empty&sshis=0&ssne\\_untouched=Krabi%20Province&track\\_sas=1&nflt=hotelfacility%3D28%3B&lsf=hotelfacility%7C28%7C17&nflt\\_qf=hotelfacility-28](https://www.hes-so.ch/valais-wallis/management-tourism/1DCAEoggJCAIhYSDNiBW5vcmVmaCylAQGYAQe4AQzIAQ_YAQPoAQGoAgM&sid=0b1794ab851aff6af609b999d04708f&dcid=4&age=12&age=6&checkin_monthday=6&checkin_year_month=2017-2&checkout_monthday=10&checkout_year_month=2017-2&class_interval=1&dest_id=5199&dest_type=region&dtdisc=0&group_adults=2&group_children=2&hlrd=0&hyb_red=0&inac=0&label_click=undef&nha_red=0&no_rooms=1&postcard=0&redirected_from_city=0&redirected_from_landmark=0&redirected_from_region=0&review_score_group=empty&room1=A%2CA%2C6%2C12&sb_price_type=total&sb_travel_purpose=leisure&score_min=0&src=searchresults&ss=Khao%20Lak%2C%20Thailand&ss_all=0&ss_raw=khao%20lak&ssb=empty&sshis=0&ssne_untouched=Krabi%20Province&track_sas=1&nflt=hotelfacility%3D28%3B&lsf=hotelfacility%7C28%7C17&nflt_qf=hotelfacility-28)

- c. Hotelplan. (2015, November). *Ferne Traumstrände*. Retrieved on 2016, July 10 from [https://issuu.com/m-travel/docs/hp\\_fernetraumstraende\\_1516\\_issuu\\_d?e=1246049/14752808](https://issuu.com/m-travel/docs/hp_fernetraumstraende_1516_issuu_d?e=1246049/14752808)
- d. Brash, C. (2014, July). *Thailand's Islands & Beaches*. China : Lonely Planet Publications Pty Ltd.

## APPENDIX III: STATISTIC OF THE TATIC

Figure 30 – International Tourist Arrivals to Thailand 1987-2014 Switzerland



TAT Intelligence Center TATIC  
Tourism Authority of Thailand. (TAT)

\*\*\* Source of data : Department of Tourism, Ministry of Tourism and Sports  
Released on 29 May 2015

Source: Department of Tourism, Ministry of Tourism and Sports (2015). *International Tourist Arrivals to Thailand 1987-2014 Switzerland*. Bangkok : Tourism Authority of Thailand Intelligence Center (TATIC)



## APPENDIX IV: QUESTIONNAIRE

### Generelle Informationen / Informations générales

Wählen Sie Ihre Sprache / Choisissez votre langue

☐ Deutsch

☐ Français

### Generelle Informationen

Haben Sie Kinder?

☐ Ja

☐ Nein

Wie viele?

Alter in Jahren?

Alter des Kindes?

Alter des zweiten Kindes?

Alter des dritten Kindes?

Alter des vierten Kindes?

Alter des fünften Kindes?

Alter des sechsten Kindes?

Alter des siebten Kindes?

Alter des achten Kindes?

Alter des neunten Kindes?

Alter des zehnten Kindes?

### Generelle Informationen

Haben Sie mit Ihren Kindern bereits Ferien in Thailand verbracht?

☐ Ja

☐ Nein

Wie oft?

☐ 1 bis 2 Mal

☐ 3 bis 4 Mal

☐ 5 bis 6 Mal

☐ Mehr als 6 Mal

## Ferienplanung

**Wie werden Sie auf eine Destination aufmerksam? (max. 5 Antworten)**

- |   |   |
|---|---|
| <input type="checkbox"/> Onlinewerbung                  | <input type="checkbox"/> Reisehandbücher            |
| <input type="checkbox"/> Soziale Medien                 | <input type="checkbox"/> Plakate                    |
| <input type="checkbox"/> Freunde und Familie            | <input type="checkbox"/> TV-Spots                   |
| <input type="checkbox"/> Reisebüros/Reiseveranstalter   | <input type="checkbox"/> Werbeinserate / Anzeigen   |
| <input type="checkbox"/> Artikel in Magazinen/Zeitungen | <input type="checkbox"/> Gewinnspiele / Wettbewerbe |
| <input type="checkbox"/> Reisekataloge                  | <input type="checkbox"/> Weitere:                   |

Wenn "Weitere:", präzisieren Sie bitte:

**Wie informieren Sie sich anschliessend über diese Destination? (max. 5 Antworten)**

- |   |  |
|---|--|
| <input type="checkbox"/> Onlinerecherche                | <input type="checkbox"/> Reisekataloge   |
| <input type="checkbox"/> Soziale Medien                 | <input type="checkbox"/> Reisehandbücher |
| <input type="checkbox"/> Freunde und Familie            | <input type="checkbox"/> Dokumentarfilme |
| <input type="checkbox"/> Reisebüros/Reiseveranstalter   | <input type="checkbox"/> Weitere:        |
| <input type="checkbox"/> Artikel in Magazinen/Zeitungen |  |

Wenn "Weitere:", präzisieren Sie bitte:

## Ferienplanung

**Wie viel Zeit planen Sie für Ihre Familienferien in Thailand ein?**

- ☐ Weniger als 1 Woche  
☐ 1-2 Wochen  
☐ 3-4 Wochen  
☐ Länger als 4 Wochen

**Wie viel Zeit würden Sie für Familienferien in Thailand einplanen?**

- ☐ Weniger als 1 Woche  
☐ 1-2 Wochen  
☐ 3-4 Wochen  
☐ Länger als 4 Wochen

## Ferienplanung

**Wie viele CHF sind Sie bereit für eine Woche in Thailand pro Person im Total auszugeben (exkl. Flugkosten)?**

- ☐ Weniger als 600
- ☐ 601 bis 1'200
- ☐ 1'201 bis 1'800
- ☐ 1'801 bis 2'400
- ☐ 2'401 bis 3'000
- ☐ Mehr als 3'000

**Wie viele CHF wären Sie bereit für eine Woche in Thailand pro Person im Total auszugeben (exkl. Flugkosten)?**

- ☐ Weniger als 600
- ☐ 601 bis 1'200
- ☐ 1'201 bis 1'800
- ☐ 1'801 bis 2'400
- ☐ 2'401 bis 3'000
- ☐ Mehr als 3'000

**Wie buchen Sie Ihre Familienferien?**

- ☐ Reisebüro/Reiseveranstalter
- ☐ Internet
- ☐ Wir benutzen beide Buchungsmethoden
- ☐ Wir buchen nicht im Voraus

## Reisedestination

**Welche Stranddestination in Thailand bevorzugen Sie?**

- ☐ Phuket
- ☐ Ko Samui
- ☐ Krabi
- ☐ Khao Lak
- ☐ Keine Präferenz
- ☐ Andere:

Wenn 'Andere:', präzisieren Sie bitte:

**Was erwarten Sie von einer Stranddestination für Familien? (max. 5 Antworten)**

- |  |   |
|--|---|
| <input type="checkbox"/> Verpflegungsmöglichkeiten innert 10min zu Fuss erreichbar | <input type="checkbox"/> Sportliche Aktivitäten   |
| <input type="checkbox"/> Spezialofferten für Familien                              | <input type="checkbox"/> Kultur/Natur/Sightseeing |
| <input type="checkbox"/> Gutes Preis/Leistungsverhältnis                           | <input type="checkbox"/> Shoppingmöglichkeiten    |
| <input type="checkbox"/> Warmes/Tropisches Klima                                   | <input type="checkbox"/> Autovermietung           |
| <input type="checkbox"/> Strand direkt beim Hotel                                  | <input type="checkbox"/> Weitere:                 |
| <input type="checkbox"/> Erholung/Entspannung                                      |   |

## Reisedestination

### Verpflegungsmöglichkeiten innert 10min zu Fuss erreichbar:

- |   |   |
|---|---|
| <input type="checkbox"/> Restaurant mit landestypischer Küche | <input type="checkbox"/> Stand an der Strasse |
| <input type="checkbox"/> Restaurant mit internationaler Küche | <input type="checkbox"/> Im Hotel             |
| <input type="checkbox"/> Lebensmittelladen                    |   |

### Erholung/Entspannung:

- ☐ Wellness/Spa  
☐ Sonnenbaden (Meer/Pool)  
☐ Weitere:

## Reisedestination

### Sportliche Aktivitäten: (max. 5 Antworten)

- |   |  |
|---|--|
| <input type="checkbox"/> Surfen           | <input type="checkbox"/> Schnorcheln       |
| <input type="checkbox"/> Tennis           | <input type="checkbox"/> Tauchen           |
| <input type="checkbox"/> Beach-Volleyball | <input type="checkbox"/> Kayak/Kanu fahren |
| <input type="checkbox"/> Fussball         | <input type="checkbox"/> Baden/Schwimmen   |
| <input type="checkbox"/> Fahrradfahren    | <input type="checkbox"/> Reiten            |
| <input type="checkbox"/> Wandern          | <input type="checkbox"/> Klettern          |
| <input type="checkbox"/> Golfen           | <input type="checkbox"/> Weitere:          |

### Kultur/Natur/Sightseeing (max. 5 Antworten)

- |  |  |
|--|--|
| <input type="checkbox"/> Neue Kultur kennenlernen                      | <input type="checkbox"/> Touren z.B. Städtetrips, Inselrundfahrten |
| <input type="checkbox"/> Einblick in landestypische Religionen         | <input type="checkbox"/> Zoos/Tierparks/Aquarien                   |
| <input type="checkbox"/> Kulturelle und historische Sehenswürdigkeiten | <input type="checkbox"/> Freizeit-/Wasserparks                     |
| <input type="checkbox"/> Naturattraktionen                             | <input type="checkbox"/> Weitere:                                  |
| <input type="checkbox"/> Elefantentrekking                             |  |

## Reisedestination

### Welche Unterkunftsart in Thailand bevorzugen Sie?

- ☐ Hotel  
☐ Unterkünfte mit Selbstverpflegung (z.B. Hostel, Ferienhaus)  
☐ Camping  
☐ Bed and Breakfast  
☐ Bei Freunden/Familie  
☐ Andere:

Wenn 'Andere:', präzisieren Sie bitte:

### Welche Unterkunftsart in Thailand würden Sie bevorzugen?

- ☐ Hotel  
☐ Unterkünfte mit Selbstverpflegung (z.B. Hostel, Ferienhaus)  
☐ Camping  
☐ Bed and Breakfast  
☐ Bei Freunden/Familie  
☐ Andere:

Wenn 'Andere:', präzisieren Sie bitte:

### Wie viele Sterne (nach Schweizer Standard) sollte das Hotel mindestens besitzen?

## Reisedestination

### Welche Einrichtungen erwarten Sie von einem Familien-Hotel? (max. 5 Antworten)

- |   |   |
|---|---|
| <input type="checkbox"/> Verpflegung im Hotel     | <input type="checkbox"/> Abendunterhaltung            |
| <input type="checkbox"/> Direkt am Strand         | <input type="checkbox"/> Animation für Kinder         |
| <input type="checkbox"/> Flach abfallender Strand | <input type="checkbox"/> Kinderbetreuung              |
| <input type="checkbox"/> Pool                     | <input type="checkbox"/> Spielplatz/Spielzimmer       |
| <input type="checkbox"/> Familienzimmer           | <input type="checkbox"/> Gratis-WLAN im ganzen Resort |
| <input type="checkbox"/> Zimmerkomfort            | <input type="checkbox"/> Weitere:                     |

Wenn 'Weitere:', präzisieren Sie bitte:

### Verpflegung im Hotel: (max. 3 Antworten)

- |  |   |
|--|---|
| <input type="checkbox"/> All inclusive (Essen und alkoholfreie Getränke) | <input type="checkbox"/> Zimmer mit Frühstück |
| <input type="checkbox"/> Vollpension                                     | <input type="checkbox"/> Kindermenüs          |
| <input type="checkbox"/> Halbpension                                     | <input type="checkbox"/> Strand-/Poolbar      |

### Pool:

- ☐ Kinderpool/Nichtschwimmerbecken  
☐ Wasserrutschen

### Zimmerkomfort:

- |   |   |
|---|---|
| <input type="checkbox"/> TV im Zimmer     | <input type="checkbox"/> Klimaanlage/Ventilator |
| <input type="checkbox"/> Tresor im Zimmer | <input type="checkbox"/> Weitere:               |
| <input type="checkbox"/> Minibar          |   |

Wenn 'Weitere:', präzisieren Sie bitte:

## Fazit

**Würden Sie Thailand an andere Familien weiterempfehlen?**

- ☐ Ja  
☐ Nein

**Wieso nicht?**

**Welches ist Ihr bevorzugtes Land für Familienferien am Strand?**

**Welches?**

**Haben Sie dort von speziellen Familienangeboten profitiert?**

- ☐ Ja  
☐ Nein

**Von welchen?**

**Wurden spezielle Familienangebote offeriert?**

- ☐ Ja ☐ Nein

## Fazit

**Wie zufrieden waren Sie insgesamt mit den beiden Aufenthalten?**

	Sehr zufrieden	Eher zufrieden	Unzufrieden	Sehr unzufrieden
Thailand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ihr bevorzugtes Land für Familienferien am Strand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Wie zufrieden waren Sie insgesamt mit Ihrem Aufenthalt in Thailand?**

	Sehr zufrieden	Eher zufrieden	Unzufrieden	Sehr unzufrieden
Thailand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Wie zufrieden waren Sie insgesamt mit Ihrem Aufenthalt in Ihrem bevorzugten Land für Familienferien am Strand?**

	Sehr zufrieden	Eher zufrieden	Unzufrieden	Sehr unzufrieden
Wie zufrieden waren Sie insgesamt mit Ihrem Aufenthalt in Ihrem bevorzugten Land für Familienferien am Strand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Kommentar?**

## Fazit

**Erachten Sie Thailand als eine familienfreundliche Feriendestination?**

- ☐ Ja  
☐ Nein

Wieso nicht?

**Hält Sie etwas davon ab mit Ihrer Familie nach Thailand zu reisen?**

- ☐ Ja  
☐ Nein

**Was?**

## Soziodemografische Charakteristiken

**Geschlecht?**

- ☐ Frau ☐ Mann

**Alter?**

- ☐ Jünger als 20 Jahre  
☐ 21 bis 30 Jahre  
☐ 31 bis 40 Jahre  
☐ 41 bis 50 Jahre  
☐ 51 bis 60 Jahre  
☐ Älter als 60 Jahre

**In welchem Kanton wohnen Sie zurzeit?**

**Nationalität?**

**Welche?**

## Soziodemografische Charakteristiken

**Wie hoch ist Ihr gesamtes Netto-Haushaltseinkommen pro Monat (in CHF)?**

- ☐ Weniger als 4'000
- ☐ 4'001 bis 6'000
- ☐ 6'001 bis 8'000
- ☐ 8'001 bis 10'000
- ☐ 10'001 bis 12'000
- ☐ 12'001 bis 14'000
- ☐ Mehr als 14'000
- ☐ Keine Antwort

**Weitere Kommentare oder Anmerkungen zur Umfrage?**

**Ihre E-Mail Adresse?\***

\*Ihre E-Mail-Adresse wird nur zur Verlosung eines Gutscheins des Schweizer Reiseverbands im Wert von CHF 100.00 verwendet. Diese dient für keine weiteren Zwecke und wird nicht an Dritte weitergegeben.

## Informations générales

**Avez-vous des enfants?**

- ☐ Oui
- ☐ Non

**Combien?**

**Age en années?**

- Age de l'enfant? ☐
- Age du deuxième enfant ? ☐
- Age du troisième enfant? ☐
- Age du quatrième enfant? ☐
- Age du cinquième enfant? ☐
- Age du sixième enfant? ☐
- Age du septième enfant? ☐
- Age du huitième enfant? ☐
- Age du neuvième enfant? ☐
- Age du dixième enfant? ☐



## Informations générales

**Avez-vous déjà passé des vacances avec vos enfants en Thaïlande?**

☐ Oui

☐ Non

**Combien de fois?**

☐ 1 à 2 fois

☐ 3 à 4 fois

☐ 5 à 6 fois

☐ Plus de 6 fois

## Informations générales

**Comment devenez-vous attentif à une destination? (max. 5 réponses)**

☐ Publicité en ligne

☐ Les médias sociaux

☐ Amis et famille

☐ Agences de voyages / tour-opérateurs

☐ Articles dans des magazines / journaux

☐ Brochures de voyage

☐ Guides de voyage

☐ Affiches

☐ Publicités télévisées

☐ Annonces / annonces publicitaires

☐ Loterie / Concours

☐ Autres:

Wenn 'Autres:', präzisieren Sie bitte:

**Comment trouvez-vous des informations concernant cette destination? (max. 5 réponses)**

☐ Recherche en ligne

☐ Les médias sociaux

☐ Amis et famille

☐ Agences de voyages / tour-opérateurs

☐ Articles dans des magazines / journaux

☐ Brochures de voyage

☐ Guides de voyage

☐ Documentaires

☐ Autres:

Wenn 'Autre:', präzisieren Sie bitte:

## La planification des vacances

**Combien de temps durent en général vos vacances familiales en Thaïlande?**

☐ Moins d'une semaine

☐ 1-2 semaines

☐ 3-4 semaines

☐ Plus de 4 semaines

**Combien de temps souhaiteriez-vous que vos vacances familiales en Thaïlande durent?**

☐ Moins d'une semaine

☐ 1-2 semaines

☐ 3-4 semaines

☐ Plus de 4 semaines

## La planification des vacances

**Combien de CHF êtes-vous prêts à dépenser au total pour une semaine en Thaïlande par personne (sans compter les vols)?**

- ☐ Moins de 600
- ☐ 601 à 1'200
- ☐ 1'201 à 1'800
- ☐ 1'801 à 2'400
- ☐ 2'401 à 3'000
- ☐ Plus de 3'000

**Combien de CHF seriez-vous prêts à dépenser au total pour une semaine en Thaïlande par personne (sans compter les vols)?**

- ☐ Moins de 600
- ☐ 601 à 1'200
- ☐ 1'201 à 1'800
- ☐ 1'801 à 2'400
- ☐ 2'401 à 3'000
- ☐ Plus de 3'000

**Comment réservez-vous vos vacances en famille?**

- ☐ Agences de voyage / tour-opérateurs
- ☐ Internet
- ☐ Nous utilisons les deux méthodes
- ☐ Nous ne réservons pas à l'avance

## Destination de voyage

**Quelle destination balnéaire en Thaïlande préférez-vous?**

- ☐ Phuket
- ☐ Ko Samui
- ☐ Krabi
- ☐ Khao Lak
- ☐ Pas de préférence
- ☐ Autre:

Wenn 'Autre:', präzisieren Sie bitte:

**Qu'attendez-vous d'une destination balnéaire pour familles? (max. 5 réponses)**

- |   |   |
|---|---|
| <input type="checkbox"/> Restauration disponible à moins de 10 min à pied | <input type="checkbox"/> Activité sportives                 |
| <input type="checkbox"/> Offres spéciales pour les familles               | <input type="checkbox"/> Culture / Nature / Tourisme        |
| <input type="checkbox"/> Bon rapport qualité-prix                         | <input type="checkbox"/> L'opportunité de faire du shopping |
| <input type="checkbox"/> Climat chaud / Tropical                          | <input type="checkbox"/> Location de voitures               |
| <input type="checkbox"/> Plage directement à l'hôtel                      | <input type="checkbox"/> Autre:                             |
| <input type="checkbox"/> Loisirs / détente                                |   |

Wenn 'Autres:', präzisieren Sie bitte:

## Destination de voyage

### Restauration disponible à moins de 10 min à pied:

- |  |   |                                    |
|--|---|------------------------------------|
| <input type="checkbox"/> Restaurant offrant des plats du terroir         | <input type="checkbox"/> Épicerie           | <input type="checkbox"/> À l'hôtel |
| <input type="checkbox"/> Restaurant proposant une cuisine internationale | <input type="checkbox"/> Stand sur la route |                                    |

### Loisirs / détente

- |   |                                  |
|---|----------------------------------|
| <input type="checkbox"/> Bien-être / Spa                | <input type="checkbox"/> Autres: |
| <input type="checkbox"/> Bain de soleil (mer / piscine) |                                  |

## Destination de voyage

### Activité sportives: (max. 5 réponses)

- |                                       |   |                                     |
|---------------------------------------|---|-------------------------------------|
| <input type="checkbox"/> Surf         | <input type="checkbox"/> Golf               | <input type="checkbox"/> Équitation |
| <input type="checkbox"/> Beach volley | <input type="checkbox"/> Plonger avec tuba  | <input type="checkbox"/> Escalade   |
| <input type="checkbox"/> Football     | <input type="checkbox"/> Plongée            | <input type="checkbox"/> Autres:    |
| <input type="checkbox"/> Cyclisme     | <input type="checkbox"/> Kayak / canoë      |                                     |
| <input type="checkbox"/> Randonnée    | <input type="checkbox"/> Baignade/ natation |                                     |

### Culture / Nature / Tourisme: (max. 5 réponses)

- |   |  |
|---|--|
| <input type="checkbox"/> Rencontrer des nouvelles cultures          | <input type="checkbox"/> Tours p. ex. visite d'une ville circuit en bateau |
| <input type="checkbox"/> Un aperçu de religions typiques            | <input type="checkbox"/> Zoo/ parc animalier / aquarium                    |
| <input type="checkbox"/> Les attractions culturelles et historiques | <input type="checkbox"/> Parc d'amusement/aquatique                        |
| <input type="checkbox"/> Les attractions naturelles                 | <input type="checkbox"/> Autres:   |
| <input type="checkbox"/> Trekking d'éléphant                        |  |

## Destination de voyage

### Quel logement préférez-vous en Thaïlande?

- ☐ Hôtel
- ☐ Logement de location (par exemple, auberge, maison de vacances)
- ☐ Camping
- ☐ Chambres d'hôtes
- ☐ Avec des amis / famille
- ☐ Autre:

Wenn 'Autre:', präzisieren Sie bitte:

### Quel logement préférez-vous en Thaïlande?

- ☐ Hôtel
- ☐ Logement de location (par exemple, auberge, maison de vacances)
- ☐ Camping
- ☐ Chambres d'hôtes
- ☐ Avec des amis / famille
- ☐ Autre:

Wenn 'Autre:', präzisieren Sie bitte:

### Combien d'étoiles (en standard suisse) la propriété devrait-t-elle au moins posséder?

## Destination de voyage

### Quelles installations attendez-vous d'un hôtel pour familles? (max. 5 réponses)

- |   |  |
|---|--|
| <input type="checkbox"/> Alimentation à l'hôtel | <input type="checkbox"/> Animations du soir  |
| <input type="checkbox"/> Directement à la plage | <input type="checkbox"/> Animations pour les enfants                                 |
| <input type="checkbox"/> Plage en pente douce   | <input type="checkbox"/> Garde d'enfants   |
| <input type="checkbox"/> Piscine                | <input type="checkbox"/> Terrain/salle de jeux                                       |
| <input type="checkbox"/> Chambre pour familles  | <input type="checkbox"/> Accès gratuit à Internet dans les diverses zones de l'hôtel |
| <input type="checkbox"/> Confort de la chambre  | <input type="checkbox"/> Autres:   |

Wenn 'Autres:', präzisieren Sie bitte:

### Alimentation à l'hôtel: (max. 3 réponses)

- |   |  |
|---|--|
| <input type="checkbox"/> Tout compris (repas et boissons non-alcoolisées) | <input type="checkbox"/> Petit-déjeuner              |
| <input type="checkbox"/> Pension complète                                 | <input type="checkbox"/> Menus enfants               |
| <input type="checkbox"/> Demi-pension                                     | <input type="checkbox"/> Bar à la plage/à la piscine |

### Piscine

- ☐ Piscine enfants / piscine pataugeoire
- ☐ Toboggans

### Confort de la chambre

- |  |  |
|--|--|
| <input type="checkbox"/> TV dans la chambre          | <input type="checkbox"/> Climatisation / ventilateur |
| <input type="checkbox"/> Coffre-fort dans la chambre | <input type="checkbox"/> Autre:                      |
| <input type="checkbox"/> Mini-bar                    |  |

Wenn 'Autre:', präzisieren Sie bitte:

## Bilan

Recommanderiez-vous la Thaïlande à d'autres familles?

- ☐ Oui  
☐ Non

Pourquoi pas?

Quel est votre pays préféré pour des vacances balnéaire en famille?

Lequel?

Avez-vous y profité d'offres forfaitaires pour familles?

- ☐ Oui  
☐ Non

De lesquelles?

Des offres pour familles étaient-elles proposées?

- ☐ Oui ☐ Non

## Bilan

Quelle est votre satisfaction globale concernant les deux séjours?

	Très satisfait	Plutôt satisfait	Satisfait	Très insatisfait
Thaïlande	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Votre pays préféré pour des vacances balnéaire en famille	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Quelle est votre satisfaction globale concernant votre séjour dans votre pays préféré pour des vacances balnéaire en famille?

	Très satisfait	Plutôt satisfait	Satisfait	Très insatisfait
Quelle est votre satisfaction globale concernant votre séjour dans votre pays préféré pour des vacances balnéaire en famille?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Quelle est votre satisfaction globale concernant votre séjour en Thaïlande?

	Très satisfait	Plutôt satisfait	Satisfait	Très insatisfait
Thaïlande	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Commentaire?

## Bilan

Considérez-vous la Thaïlande comme une destination de vacances pour familles?

- ☐ Oui  
☐ Non

Pourquoi pas?

Avez-vous des inquiétudes de voyager en Thaïlande avec votre famille?

- ☐ Oui  
☐ Non

Lequelles?

## Caractéristiques sociodémographiques

Sexe?

- ☐ Femme ☐ Homme

Age?

- ☐ Moins de 20 ans  
☐ 21 à 30 ans  
☐ 31 à 40 ans  
☐ 41 à 50 ans  
☐ 51 à 60 ans  
☐ Plus de 60 ans

Dans quel canton résidez-vous actuellement?

Nationalité?

Laquelle?

## Caractéristiques sociodémographiques

**A combien s'élève au total votre revenu familial mensuel net (en CHF)?**

- ☐ Moins de 4'000
- ☐ 4'001 à 6'000
- ☐ 6'001 à 8'000
- ☐ 8'001 à 10'000
- ☐ 10'001 à 12'000
- ☐ 12'001 à 14'000
- ☐ Plus de 14'000
- ☐ Pas de réponse

**Avez-vous des commentaires à ajouter concernant cette enquête?**

**Quel est votre adresse e-mail?\***

\* Votre adresse e-mail sera uniquement utilisée pour vous contacter si vous gagnez le bon de voyage de la Fédération Suisse de Voyage (FSV) d'une valeur de CHF 100.00. Elle ne sera pas utilisée à d'autre fin et ne sera pas divulguée à des tiers.

Leider sind Sie nicht im gesuchten Kundensegment. Wir danken Ihnen dennoch vielmals für Ihr Engagement.

Malheureusement, vous n'êtes pas dans le segment clientèle recherché. Merci encore beaucoup pour votre engagement.

☐ Beenden / Terminer

Source: data collected by the author (survey 2016)



## APPENDIX V: FAMILY ROOMS ON BOOKING.COM

Figure 31 – Family rooms in Phuket

### Suche

Reiseziel / Hotelname:

Phuket Province

☐ Geschäftsreise ☐ Urlaub

Check-in-Datum

Montag, 6. Februar 2017

Check-out-Datum

Freitag, 10. Februar 2017

4 Nächte

Zimmer: 1

Erwachsene: 2

Kinder: 2

Alter der Kinder am 10. Feb. 2017

6 12

**Suche**

Filtern nach:

**Beliebt bei Familien**

☒ Familienzimmer

**Ihr Budget (pro Nacht)**

☐ CHF 0 - CHF 54 pro Nacht 33

☐ CHF 54 - CHF 100 pro Nacht 97

☐ CHF 100 - CHF 160 pro Nacht 86

☐ CHF 160 - CHF 210 pro Nacht 55

☐ CHF 210 + pro Nacht 122

**Sterne**

☐ Nicht wichtig

☐ 1 Stern 4

☐ 2 Sterne 43

☐ 3 Sterne 124

☐ 4 Sterne 136

☐ 5 Sterne 33

☐ Ohne Klassifizierung 26

**24-Stunden-Rezeption**

☐ Rezeption rund um die Uhr geöffnet 203

**24-Stunden-Rezeption**

☐ Rezeption rund um die Uhr geöffnet 203

**Buchungsrichtlinien**

☐ Nicht wichtig

☐ Stornierung kostenlos 237

☐ Buchen ohne Kreditkarte 25

☐ Keine Vorauszahlung 211

**Strandzugang**

☐ Strand 48

**Mahlzeiten**

☐ Frühstück inbegriffen 96

☐ Halbpension 1

☐ Selbstverpflegung 188

**Unterkunftstyp**

☐ Ferienwohnungen 120

☐ Hotels 106

☐ Resorts 89

☐ Pensionen 28

☐ Hostels 8

☐ Villen 8

☐ Gasthäuser 4

☐ Bed & Breakfasts 2

☐ Chalets 1

**Bettenpräferenz**

☐ 2 Einzelbetten 124

☐ Doppelbett 315

**Bewertungsergebnis**

☐ Hervorragend: 9+ 22

☐ Sehr gut: 8+ 159

☐ Gut: 7+ 264

☐ Ansprechend: 6+ 275

☐ Ohne Bewertung 41

**Hotelausstattung**

☐ kostenloses WLAN inklusive 363

☐ Parkplatz 343

☐ Flughafenshuttle 273

☐ Fitnesscenter 161

☐ Nichtraucherzimmer 282

☐ Spa & Wellnesscenter 82

☒ Familienzimmer

☐ Behindertenfreundlich 64

☐ Restaurant 223

☐ Pool 286

☐ Zimmerservice 170

**Zimmerausstattung**

☐ Aussicht 272

☐ Badewanne 269

☐ Flachbild-TV 789

☐ Klimaanlage 1157

☐ Küche/Kochnische 399

☐ Kühlschrank 1032

☐ Terrasse 233

**Weniger anzeigen**

**Hotelkette**

☐ Anantara Hotels & Resorts 2

☐ Angsana Hotels & Resorts 2

☐ Cassia 1

☐ Design Hotels 1

☐ Hyatt Regency 1

☐ Le Meridien Hotels & Resorts 1

☐ Mövenpick Hotels & Resorts 2

☐ Novotel 2

☐ Swissôtel Hotels & Resorts 1

☐ United 21 Hotels & Resorts 1

**Stadt**

☐ Patong Beach 157

☐ Kamala Beach 35

☐ Karon Beach 35

☐ Kata Beach 30

☐ Bang Tao Beach 23

☐ Phuket 20

☐ Rawai Beach 18

☐ Surin Beach 10

☐ Nai Yang Beach 9

☐ Nai Harn Beach 7

☐ Chalong 4

☐ Mai Khao Beach 4

☐ Panwa Beach 4

☐ Thalang 3

☐ Nai Thon Beach 2

☐ Kathu 1

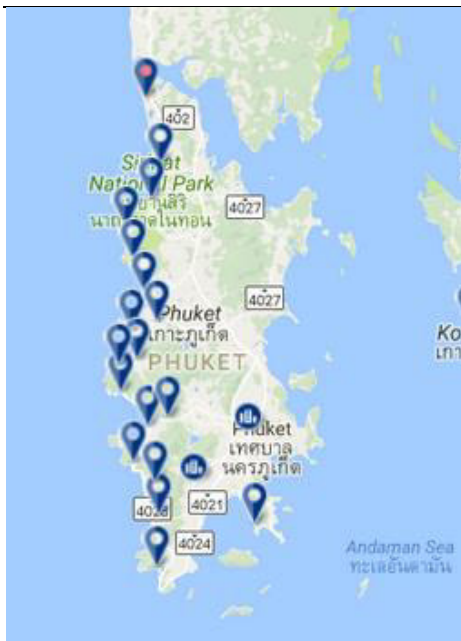
☐ Ko Hae 1

☐ Ko Lone 1

☐ Ko Racha Yai 1

☐ Layan Beach 1





Source: Booking.com (2016a). *Phuket Province*. Retrieved on 2016, August 16 from [http://www.booking.com/searchresults.de.html?aid=376364&label=de-o8ledjA8i7uiOmZfZMZ47AS94255823903%3Apl%3Aa%3Ap1%3Ap2974.000%3Aac%3Aap1t1%3Aneg%3Afi%3Atikwd-65526620%3Aip1002875%3Ali%3Adec%3Adm&sid=0b1794ab851aff6af609b999d04708f&dcid=4&age=12&age=6&checkin\\_monthday=6&checkin\\_year\\_month=2017-2&checkout\\_monthday=11&checkout\\_year\\_month=2017-2&class\\_interval=1&dtdisc=0&group\\_adults=2&group\\_children=2&hlrd=0&hyb\\_red=0&inac=0&label\\_click=undef&nha\\_red=0&no\\_rooms=1&postcard=0&redirected\\_from\\_city=0&redirected\\_from\\_landmark=0&redirected\\_from\\_region=0&region=3287&review\\_score\\_group=empty&room1=A%2CA%2C6%2C12&sb\\_price\\_type=total&sb\\_travel\\_purpose=leisure&score\\_min=0&src=searchresults&ss=Phuket%20Province&ss\\_all=0&ssb=empty&sshis=0&ssne=Phuket%20Province&ssne\\_untouched=Phuket%20Province&track\\_sas=1&nflt=hotelfacility%3D28%3B&lsf=hotelfacility%7C28%7C364&nflt\\_qf=hotelfacility-28](http://www.booking.com/searchresults.de.html?aid=376364&label=de-o8ledjA8i7uiOmZfZMZ47AS94255823903%3Apl%3Aa%3Ap1%3Ap2974.000%3Aac%3Aap1t1%3Aneg%3Afi%3Atikwd-65526620%3Aip1002875%3Ali%3Adec%3Adm&sid=0b1794ab851aff6af609b999d04708f&dcid=4&age=12&age=6&checkin_monthday=6&checkin_year_month=2017-2&checkout_monthday=11&checkout_year_month=2017-2&class_interval=1&dtdisc=0&group_adults=2&group_children=2&hlrd=0&hyb_red=0&inac=0&label_click=undef&nha_red=0&no_rooms=1&postcard=0&redirected_from_city=0&redirected_from_landmark=0&redirected_from_region=0&region=3287&review_score_group=empty&room1=A%2CA%2C6%2C12&sb_price_type=total&sb_travel_purpose=leisure&score_min=0&src=searchresults&ss=Phuket%20Province&ss_all=0&ssb=empty&sshis=0&ssne=Phuket%20Province&ssne_untouched=Phuket%20Province&track_sas=1&nflt=hotelfacility%3D28%3B&lsf=hotelfacility%7C28%7C364&nflt_qf=hotelfacility-28)

Figure 32 – Family rooms in Ko Samui

### Suche

Reiseziel / Hotelname:

Ko Samui

☐ Geschäftsreise ☒ Urlaub

Check-in-Datum

Montag, 10. Juli 2017

Check-out-Datum

Freitag, 14. Juli 2017

4 Nächte

Zimmer

Erwachsene

Kinder

Alter der Kinder am 14. Jul. 2017

**Suche**

Filtern nach:

**Beliebt bei Familien**

☒ Familienzimmer

**Ihr Budget (pro Nacht)**

☐ CHF 0 - CHF 54 pro Nacht 6

☐ CHF 54 - CHF 100 pro Nacht 24

☐ CHF 100 - CHF 160 pro Nacht 23

☐ CHF 160 - CHF 210 pro Nacht 14

☐ CHF 210 + pro Nacht 43

**Sterne**

☐ Nicht wichtig

☐ 2 Sterne 8

☐ 3 Sterne 33

☐ 4 Sterne 30

☐ 5 Sterne 12

☐ Ohne Klassifizierung 16

**24-Stunden-Rezeption**

☐ Rezeption rund um die Uhr geöffnet 43

**Buchungsrichtlinien**

☐ Nicht wichtig

☐ Stornierung kostenlos 58

☐ Buchen ohne Kreditkarte 10

☐ Keine Vorauszahlung 55

**Strandzugang**

☐ Strand 36

**Mahlzeiten**

☐ Frühstück inbegriffen 43

☐ Selbstverpflegung 42

**Unterkunftstyp**

☐ Resorts 50

☐ Ferienwohnungen 22

☐ Hotels 19

☐ Pensionen 4

☐ Villen 2

☐ Hostels 1

☐ Ferienhäuser 1

**Bettenpräferenz**

☐ 2 Einzelbetten 29

☐ Doppelbett 93

**Bettenpräferenz**

☐ 2 Einzelbetten 29

☐ Doppelbett 93

**Bewertungsergebnis**

☐ Hervorragend: 9+ 10

☐ Sehr gut: 8+ 55

☐ Gut: 7+ 79

☐ Ansprechend: 6+ 81

☐ Ohne Bewertung 9

**Hotelausstattung**

☐ kostenloses WLAN inklusive 99

☐ Parkplatz 95

☐ Flughafenshuttle 81

☐ Fitnesscenter 31

☐ Nichtraucherzimmer 81

☐ Spa & Wellnesscenter 27

☒ Familienzimmer

☐ Behindertenfreundlich 18

☐ Restaurant 64

☐ Pool 90

☐ Zimmerservice 51

**Zimmerausstattung**

☐ Aussicht 30

☐ Badewanne 34

☐ Flachbild-TV 67

☐ Klimaanlage 99

☐ Küche/Kochnische 42

☐ Kühlschrank 84

☐ Terrasse 31

**Stadt**

☐ Chaweng Beach 21

☐ Bophut 18

☐ Lamai Beach 14

☐ Mae Nam Beach 11

☐ Choeng Mon Beach 10

☐ Bangrak Beach 8

☐ Chaweng Noi Beach 8

☐ Laem Set Beach 2

☐ Lipa Noi 2

☐ Nathon 2

☐ Ban Bang Po 1

☐ Laem Sor 1

☐ Taling Ngam Beach 1

**Hotelkette**

☐ Anantara Hotels & Resorts 1

☐ Belmond Hotels 1

☐ ibis 1

☐ InterContinental Hotels & Resorts 1

☐ Sheraton 1

☐ W Hotels 1

Source: Booking.com (2016b). Ko Samui. Retrieved on 2016, August 16 from [http://www.booking.com/searchresults.de.html?aid=356992&label=gog235jc-region\\_family-de-fr-riviera-unspec-ch-com-L%3Ade-O%3AwindowsSnt-B%3Afirefox-N%3AXX-S%3Abo-](http://www.booking.com/searchresults.de.html?aid=356992&label=gog235jc-region_family-de-fr-riviera-unspec-ch-com-L%3Ade-O%3AwindowsSnt-B%3Afirefox-N%3AXX-S%3Abo-)

[U%3Ac&sid=0b1794ab851aff6af609b999d04708f&dcid=4&age=12&age=6&checkin\\_monthday=10&checkin\\_year\\_month=2017-7&checkout\\_monthday=14&checkout\\_year\\_month=2017-7&class\\_interval=1&ddisc=0&group\\_adults=2&group\\_children=2&hlrd=0&hyb\\_red=0&inac=0&label\\_click=undef&nha\\_red=0&no\\_rooms=1&postcard=0&redirected\\_from\\_city=0&redirected\\_from\\_landmark=0&redirected\\_from\\_region=0&region=1501&review\\_score\\_group=empty&rom1=A%2CA%2C6%2C12&sb\\_price\\_type=total&sb\\_travel\\_purpose=leisure&score\\_min=0&src=searchresults&ss=Ko%20Samui&ss\\_all=0&ssb=empty&sshis=0&ssne=Ko%20Samui&ssne\\_untouched=Ko%20Samui&track\\_sas=1&nflt=hotelfacility%3D28%3B&lfs=hotelfacility%7C28%7C99&nflt\\_qf=hotelfacility-28](https://www.hes-so.ch/de/reisen/hotelsuche?U%3Ac&sid=0b1794ab851aff6af609b999d04708f&dcid=4&age=12&age=6&checkin_monthday=10&checkin_year_month=2017-7&checkout_monthday=14&checkout_year_month=2017-7&class_interval=1&ddisc=0&group_adults=2&group_children=2&hlrd=0&hyb_red=0&inac=0&label_click=undef&nha_red=0&no_rooms=1&postcard=0&redirected_from_city=0&redirected_from_landmark=0&redirected_from_region=0&region=1501&review_score_group=empty&rom1=A%2CA%2C6%2C12&sb_price_type=total&sb_travel_purpose=leisure&score_min=0&src=searchresults&ss=Ko%20Samui&ss_all=0&ssb=empty&sshis=0&ssne=Ko%20Samui&ssne_untouched=Ko%20Samui&track_sas=1&nflt=hotelfacility%3D28%3B&lfs=hotelfacility%7C28%7C99&nflt_qf=hotelfacility-28)

Figure 33 – Family rooms in the province of Krabi

### Suche

Reiseziel / Hotelname:

☐ Geschäftsreise ☒ Urlaub ?

Check-in-Datum

Check-out-Datum

4 Nächte

Zimmer

Erwachsene

Kinder

Alter der Kinder am 10. Feb. 2017

**Suche**

**Filtern nach:**

**Beliebt bei Familien**

☒ Familienzimmer

**Ihr Budget (pro Nacht)**

☐ CHF 0 - CHF 54 pro Nacht 9

☐ CHF 54 - CHF 100 pro Nacht 18

☐ CHF 100 - CHF 160 pro Nacht 9

☐ CHF 160 - CHF 210 pro Nacht 8

☐ CHF 210 + pro Nacht 16

**Sterne**

☐ Nicht wichtig

☐ 1 Stern 1

☐ 2 Sterne 13

☐ 3 Sterne 28

☐ 4 Sterne 10

☐ Ohne Klassifizierung 5

**24-Stunden-Rezeption**

☐ Rezeption rund um die Uhr geöffnet 27

**Buchungsrichtlinien**

☐ Nicht wichtig 42

☐ Stornierung kostenlos 9

☐ Buchen ohne Kreditkarte 38

☐ Keine Vorauszahlung

**Buchungsrichtlinien**

☐ Nicht wichtig

☐ Stornierung kostenlos 42

☐ Buchen ohne Kreditkarte 9

☐ Keine Vorauszahlung 38

**Strandzugang**

☐ Strand 1

**Mahlzeiten**

☐ Frühstück inbegriffen 25

☐ Selbstverpflegung 11

**Unterkunftstyp**

☐ Resorts 21

☐ Hotels 15

☐ Pensionen 8

☐ Hostels 5

☐ Ferienwohnungen 3

☐ Gasthäuser 1

☐ Ferienhäuser 1

☐ Villen 1

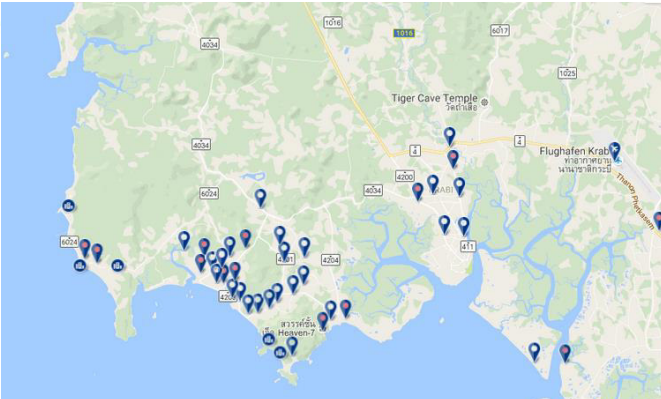
☐ Bed & Breakfasts 1

☐ Ferienparks 1

**Bettenpräferenz**

☐ 2 Einzelbetten 21

☐ Doppelbett 47

▼ <b>Bewertungsergebnis</b>		▼ <b>Stadt</b>	
<input type="checkbox"/> Hervorragend: 9+	5	<input checked="" type="checkbox"/> Ao Nang Beach	
<input type="checkbox"/> Sehr gut: 8+	29	<input type="checkbox"/> Ko Lanta	37
<input type="checkbox"/> Gut: 7+	48	<input checked="" type="checkbox"/> Krabi	
<input type="checkbox"/> Ansprechend: 6+	51	<input type="checkbox"/> Phi Phi	5
<input type="checkbox"/> Ohne Bewertung	4	<input checked="" type="checkbox"/> Ao Nam Mao	
▼ <b>Hotelausstattung</b>		<input checked="" type="checkbox"/> Klong Muang Beach	
<input type="checkbox"/> kostenloses WLAN inklusive	53	<input type="checkbox"/> Ko Jum	1
<input type="checkbox"/> Parkplatz	52	<input checked="" type="checkbox"/> Railway Beach	
<input type="checkbox"/> Flughafenshuttle	42	<input checked="" type="checkbox"/> Tha Lane Bay	
<input type="checkbox"/> Fitnesscenter	10	▼ <b>Hotelkette</b>	
<input type="checkbox"/> Nichtraucherzimmer	41	<input type="checkbox"/> ibis Styles	1
<input checked="" type="checkbox"/> Familienzimmer			
<input type="checkbox"/> Behindertenfreundlich	7		
<input type="checkbox"/> Restaurant	41		
<input type="checkbox"/> Zimmerservice	28		
<input type="checkbox"/> Pool	37		
▼ <b>Zimmerausstattung</b>			
<input type="checkbox"/> Aussicht	10		
<input type="checkbox"/> Flachbild-TV	35		
<input type="checkbox"/> Klimaanlage	56		
<input type="checkbox"/> Küche/Kochnische	11		
<input type="checkbox"/> Kühlschrank	49		
<input type="checkbox"/> Terrasse	10		

Booking.com (2016c). *Krabi Province*. Retrieved on 2016, August 16 from [http://www.booking.com/searchresults.de.html?aid=304142&label=gen173nr-1DCAEeggJCAIhYSDNiBW5vcmVmaCylAQGYAQe4AQzIAQ\\_YAQPoAQGoAgM&sid=0b1794ab851aff6af609b999d04708f&dcid=12&age=12&age=6&checkin\\_monthday=6&checkin\\_year\\_month=2017-2&checkout\\_monthday=10&checkout\\_year\\_month=2017-2&city=-3249904&class\\_interval=1&dest\\_id=4790&dest\\_type=region&dtdisc=0&group\\_adults=2&group\\_children=2&hld=0&hybrid=0&inac=0&label\\_click=undef&nflt\\_qf=hotelfacility-28&nha\\_red=0&no\\_rooms=1&postcard=0&redirected\\_from\\_city=0&redirected\\_from\\_landmark=0&redirected\\_from\\_region=0&review\\_score\\_group=empty&room1=A%2CA%2C6%2C12&sb\\_price\\_type=total&sb\\_travel\\_purpose=leisure&score\\_min=0&src=searchresults&ss=Krabi%20Province%2C%20Thailand&ss\\_all=0&ss\\_raw=kra&ssb=empty&sshis=0&ssne\\_untouched=Krabi&track\\_sas=1&nflt=hotelfacility%3D28%3B%3D4291717392%3B%3D4291734676%3B%3D900040168%3B%3D900051075%3B%3D4291730642%3B%3D4291734677%3B&lsf=uf%7C4291734677%7C2&unchecked\\_filter=uf](http://www.booking.com/searchresults.de.html?aid=304142&label=gen173nr-1DCAEeggJCAIhYSDNiBW5vcmVmaCylAQGYAQe4AQzIAQ_YAQPoAQGoAgM&sid=0b1794ab851aff6af609b999d04708f&dcid=12&age=12&age=6&checkin_monthday=6&checkin_year_month=2017-2&checkout_monthday=10&checkout_year_month=2017-2&city=-3249904&class_interval=1&dest_id=4790&dest_type=region&dtdisc=0&group_adults=2&group_children=2&hld=0&hybrid=0&inac=0&label_click=undef&nflt_qf=hotelfacility-28&nha_red=0&no_rooms=1&postcard=0&redirected_from_city=0&redirected_from_landmark=0&redirected_from_region=0&review_score_group=empty&room1=A%2CA%2C6%2C12&sb_price_type=total&sb_travel_purpose=leisure&score_min=0&src=searchresults&ss=Krabi%20Province%2C%20Thailand&ss_all=0&ss_raw=kra&ssb=empty&sshis=0&ssne_untouched=Krabi&track_sas=1&nflt=hotelfacility%3D28%3B%3D4291717392%3B%3D4291734676%3B%3D900040168%3B%3D900051075%3B%3D4291730642%3B%3D4291734677%3B&lsf=uf%7C4291734677%7C2&unchecked_filter=uf)



Figure 34 - Family rooms in Khao Lak

### Suche

Reiseziel / Hotelname:

☐ Geschäftsreise
 ☒ Urlaub

Check-in-Datum

Check-out-Datum

4 Nächte

Zimmer

Erwachsene

Kinder

Alter der Kinder am 10. Feb. 2017

**Suche**

Filtern nach:

Beliebt bei Familien

☒ Familienzimmer

Ihr Budget (pro Nacht)

☐ CHF 0 - CHF 54 pro Nacht  
☐ CHF 54 - CHF 100 pro Nacht  
☐ CHF 100 - CHF 160 pro Nacht  
☐ CHF 160 - CHF 210 pro Nacht  
☐ CHF 210 + pro Nacht

Sterne

☐ Nicht wichtig  
☐ 1 Stern  
☐ 2 Sterne  
☐ 3 Sterne  
☐ 4 Sterne  
☐ 5 Sterne  
☐ Ohne Klassifizierung

24-Stunden-Rezeption

☐ Rezeption rund um die Uhr geöffnet

Buchungsrichtlinien

☐ Nicht wichtig  
☐ Stornierung kostenlos  
☐ Buchen ohne Kreditkarte  
☐ Keine Vorauszahlung

Strandzugang

☐ Strand 8

Mahlzeiten

☐ Frühstück inbegriffen 8  
☐ Selbstverpflegung 3

Unterkunftstyp

☐ Resorts 10  
☐ Hotels 2  
☐ Ferienwohnungen 2  
☐ Chalets 1  
☐ Pensionen 1  
☐ Bed & Breakfasts 1

Bettenpräferenz

☐ 2 Einzelbetten 4  
☐ Doppelbett 13

Bewertungsergebnis

☐ Hervorragend: 9+ 7  
☐ Sehr gut: 8+ 12  
☐ Gut: 7+ 17  
☐ Ansprechend: 6+ 17

Hotelausstattung

☐ kostenloses WLAN inklusive 17  
☐ Parkplatz 16  
☐ Flughafenshuttle 14  
☐ Fitnesscenter 7  
☐ Nichtraucherzimmer 12  
☐ Spa & Wellnesscenter 6  
☒ Familienzimmer  
☐ Behindertenfreundlich 3  
☐ Restaurant 13  
☐ Zimmerservice 7  
☐ Pool 13

Zimmerausstattung

☐ Aussicht 3  
☐ Badewanne 3  
☐ Flachbild-TV 12  
☐ Klimaanlage 15  
☐ Küche/Kochnische 3  
☐ Kühlschrank 11

Stadt

☐ Khao Lak 16  
☐ Bang Sak 1

Hotelkette

☐ JW Marriott Hotels & Resorts 1  
☐ Pullman Hotels and Resorts 1

Source: Booking.com (2016d). *Khao Lak Province*. Retrieved on 2016, August 16 from <http://www.booking.com/searchresults.de.html?aid=304142&label=gen173nr->

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[1DCAEoggJCAIhYSDNiBW5vcmVmaCylAQGYAQe4AQzIAQ\\_YAQPoAQGoAgM&sid=0b1794ab851aff6af609b999d04708f&dcid=4&age=12&age=6&checkin\\_monthday=6&checkin\\_year\\_month=2017-2&checkout\\_monthday=10&checkout\\_year\\_month=2017-2&class\\_interval=1&dest\\_id=5199&dest\\_type=region&dtdisc=0&group\\_adults=2&group\\_children=2&hlrd=0&hyb\\_red=0&inac=0&label\\_click=undef&nha\\_red=0&no\\_rooms=1&postcard=0&redirected\\_from\\_city=0&redirected\\_from\\_landmark=0&redirected\\_from\\_region=0&review\\_score\\_group=empty&room1=A%2CA%2C6%2C12&sb\\_price\\_type=total&sb\\_travel\\_purpose=leisure&score\\_min=0&src=searchresults&ss=Khao%20Lak%2C%20Thailand&ss\\_all=0&ss\\_raw=khao%20lak&ssb=empty&sshis=0&ssne\\_untouched=Krabi%20Province&track\\_sas=1&nflt=hotelfacility%3D28%3B&lsf=hotelfacility%7C28%7C17&nflt\\_qf=hotelfacility-28](https://www.booking.com/searchresults.html?aid=1DCAEoggJCAIhYSDNiBW5vcmVmaCylAQGYAQe4AQzIAQ_YAQPoAQGoAgM&sid=0b1794ab851aff6af609b999d04708f&dcid=4&age=12&age=6&checkin_monthday=6&checkin_year_month=2017-2&checkout_monthday=10&checkout_year_month=2017-2&class_interval=1&dest_id=5199&dest_type=region&dtdisc=0&group_adults=2&group_children=2&hlrd=0&hyb_red=0&inac=0&label_click=undef&nha_red=0&no_rooms=1&postcard=0&redirected_from_city=0&redirected_from_landmark=0&redirected_from_region=0&review_score_group=empty&room1=A%2CA%2C6%2C12&sb_price_type=total&sb_travel_purpose=leisure&score_min=0&src=searchresults&ss=Khao%20Lak%2C%20Thailand&ss_all=0&ss_raw=khao%20lak&ssb=empty&sshis=0&ssne_untouched=Krabi%20Province&track_sas=1&nflt=hotelfacility%3D28%3B&lsf=hotelfacility%7C28%7C17&nflt_qf=hotelfacility-28)

## APPENDIX VI – EXPECTATIONS OF A DESTINATION

Figure 35 – Expectations of a destination

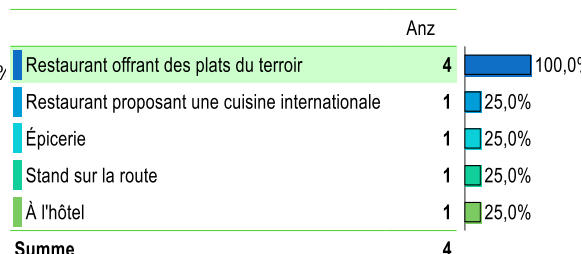
### Verpflegungsmöglichkeiten innert 10min zu Fuss erreichbar:

Antwortquote: 100,0%



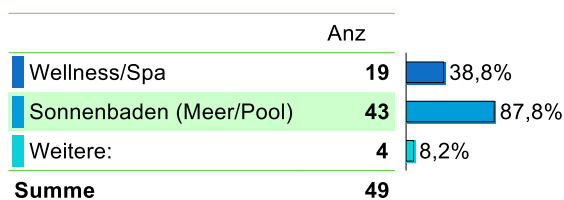
### Restauration disponible à moins de 10 min à pied:

Antwortquote: 100,0%



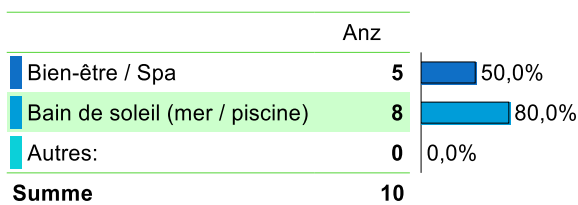
### Erholung/Entspannung:

Antwortquote: 100,0%



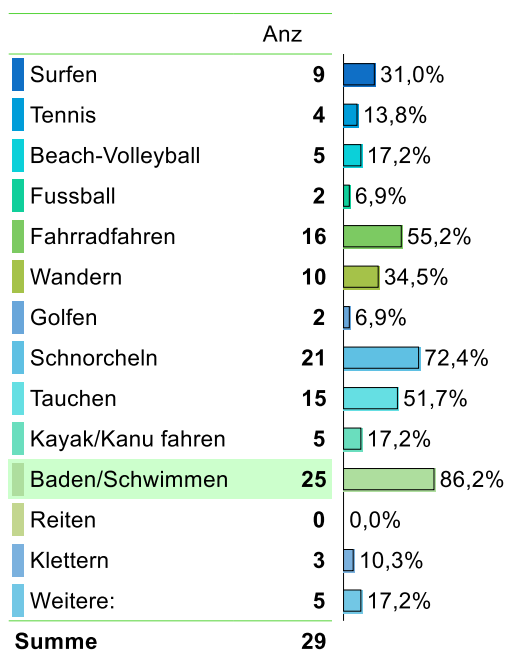
### Loisirs / détente

Antwortquote: 100,0%



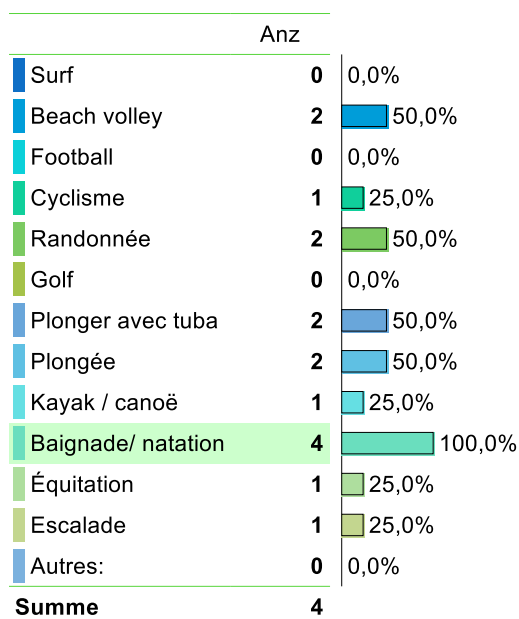
### Sportliche Aktivitäten: (max. 5 Antworten)

Antwortquote: 100,0%



### Activité sportives: (max. 5 réponses)

Antwortquote: 100,0%



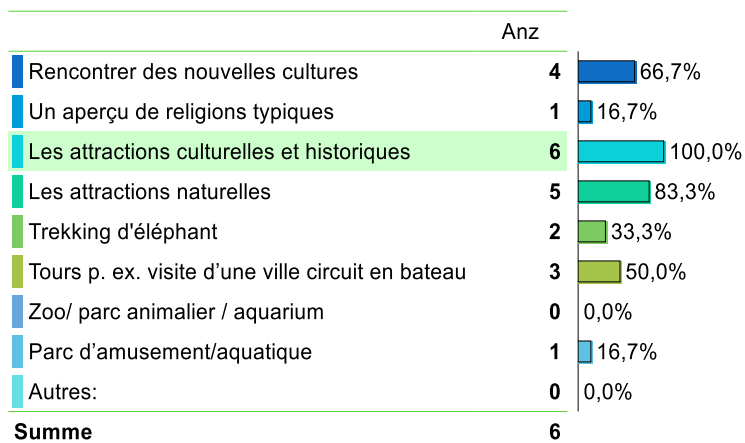
### Kultur/Natur/Sightseeing (max. 5 Antworten)

Antwortquote: **100,0%**



### Culture / Nature / Tourisme: (max. 5 réponses)

Antwortquote: **100,0%**



Source: data collected by the author (survey 2016)



## APPENDIX VII - LIST OF HOTELS IN THAILAND THAT ARE RECOMMENDED AS FAMILY HOTELS BY TOUR OPERATORS AND TRAVEL AGENCIES

In table 16, are some hotels listed which have been promoted as family-friendly hotels in the catalogues of Swiss tour operators and travel agencies. If there is an empty space in one cell, it means that the hotel has not promoted this kind of facility in the researched brochures. However, it cannot be completely confirmed that they do not provide them.

Table 16 – List of hotels in Thailand that are recommended as family hotels by tour operators and travel agencies

Beach destination	Name of hotel	Non-swimmer pool	Water-slides	Kids Club	Evening animation	Child-care service	Family room***	Kids menus	All inclusive	Full board	Half board	Breakfast only	Beach/Pool bar	Play-ground	Food Shops nearby	Beach-front	Beach	Wifi	TV	Safe	Mini-bar	Air conditioner/ Ventilation	Promoted as family hotel
Khao Lak	Khao Lak Laguna Resort**** b	ok b				ok b	2 children with extra bed ok f		ok b		ok b	ok f	ok e	ok** b		ok f	Nang Thong Beach b	ok e	ok e	ok e	ok e	ok e	ok b
Khao Lak	Mai Khao Lak Beach Resort & Spa***** a	ok a		ok b		ok b			ok a		ok a	ok a		ok a		ok a	Bangsak Beach a	ok a	ok a	ok a	ok a	ok a	ok a
Khao Lak	Manathai**** c			ok c									ok c			ok c	Bangsak Beach c	ok c	ok c		ok c	ok c	ok c
Khao Lak	Pullman Khao Lak Katiliya Resort & Villas***** a	ok a	ok a	ok a			1 child without extra bed, 2-3 room villas on request d					ok d	ok d			ok a	Pakweeb Beach a	ok d	ok d	ok d	ok d	ok d	ok a
Khao Lak	The Leaf on the Sands*** c	ok c	ok f	ok f			2 children with extra bed ok d					ok d	ok d	ok c		300m c	Nang Thong Beach c	ok d	ok d	ok d	ok d	ok d	ok c

Beach destination	Name of hotel	Non-swimmer pool	Water-slides	Kids Club	Evening animation	Child-care service	Family room***	Kids menus	All inclusive	Full board	Half board	Breakfast only	Beach/Pool bar	Play-ground	Food Shops nearby	Beach-front	Beach	Wifi	TV	Safe	Mini-bar	Air conditioner/ Ventilation	Promoted as family hotel
Khao Lak	The Sands Khao Lak by Katathani****(*) a	ok a	ok b	ok a		ok** a	ok a		ok a	ok a	ok a	ok d	ok d	ok a		ok a	Nang Thong Beach a	ok d	ok d	ok d	ok d	ok d	ok a
Koh Samui	Centara Grand Beach Resort Samui***** b	ok b		ok b	ok f	ok b	1. child with extra bed, 2. with bed sofa ok f					ok d	ok d	ok** b		ok b	Chaweng Beach b	ok d	ok d	ok d	ok d	ok d	ok d
Koh Samui	Coral Bay Resort & Spa**** d	ok d					ok d					ok d		ok d		ok d	Yai Noy Beach d	ok d	ok d	ok d	ok d	ok d	ok d
Koh Samui	Mai Samui Beach Resort & Spa***** h	ok b		ok b							ok b	ok b					Laem Yai b	ok b		ok b		ok b	min. age 8 years b
Koh Samui	Paradise Beach Resort***** a	ok a				ok b	ok b		ok b		ok b	ok d	ok d	ok a		ok a	Mae Nam Beach a	ok d	ok d	ok d	ok d	ok d	ok c
Koh Samui	Rocky's**** e						ok e						ok e	ok e		no e	Lamai Beach e	ok e					ok e
Koh Samui	Royal Muang Samui Villas***** b	ok b									ok b	ok b		ok b		ok b	Choeng Mon Beach b	ok b			ok** b	ok b	ok b
Koh Samui	Sala Samui Resort & Spa***** d	ok d					2 children on bedsofa ok d				ok** f	ok d	ok d			ok d	Chengmon Beach d	ok d	ok d	ok d	ok d	ok d	okd
Koh Samui	Santiburi Beach Resort & Spa*****	ok c		ok c			ok d					ok d	ok d			ok c	Maenam Beach c	ok d	ok d	ok d	ok d	ok d	ok c
Koh Samui	The Fair House Beach Resort*** b	ok c				ok** b						ok b	ok e			<500m c	Chaweng Beach Noi b	ok e	ok e	ok e	ok e	ok e	ok c

Beach destination	Name of hotel	Non-swimmer pool	Water-slides	Kids Club	Evening animation	Child-care service	Family room***	Kids menus	All inclusive	Full board	Half board	Breakfast only	Beach/Pool bar	Play-ground	Food Shops nearby	Beach-front	Beach	Wifi	TV	Safe	Mini-bar	Air conditioner/Ventilation	Promoted as family hotel
Krabi	Centara Grand Beach Resort & Villas****(*) d	ok d		ok d	ok d		2 children without extra bed ok d					ok d	ok d			ok d	Pai Plong Beach	ok d	ok d	ok d	ok d	ok d	ok e
Phuket	Andaman Seaview**** a	ok a				ok** a	2 children ok d	ok a				ok d	ok d	ok a		<500m a	Karon Beach a	ok d	ok d	ok d	ok d	ok d	ok d
Phuket	Centara Grand Beach Resort Phuket***** b	ok f	ok f	ok b			2 children with extra bed ok f				ok b	ok f	ok f	ok f		ok b	Karon Beach b	ok f	ok f	ok f	ok f	ok f	ok f
Phuket	Centara Kata Resort Phuket****	ok b	ok b	ok b			ok b				ok b	ok b		ok b		900m b	Kata Beach b	ok* b			ok** b	ok b	ok b
Phuket	Double Tree Resort by Hilton**** f	ok f	ok f	ok f			2 children with or without extra bed f					ok f	ok f	ok f			Surin Beach f	ok** f	ok f	ok f	ok f	ok f	ok f
Phuket	Dusit Thani Laguna Phuket***** a	ok a		ok a		ok** a	1 child ok d					ok d	ok e	ok a		ok a	Bang Tao Beach a	ok d	ok d	ok d	ok d	ok d	ok a
Phuket	Holiday Inn Resort Phuket**** a	ok a	ok a	ok a		ok** a	2 children without extra bed ok f					ok f	ok f	ok a		<500m a	Patong Beach a	ok f	ok f	ok f	ok f	ok f	ok a
Phuket	Indigo Pearl***** a	ok a		ok* a		ok** a	ok a					ok f	ok e	ok a		<500m a	Nai Yang Beach a	ok e	ok e	ok e	ok e	ok e	ok a

Beach destination	Name of hotel	Non-swimmer pool	Water-slides	Kids Club	Evening animation	Child-care service	Family room***	Kids menus	All inclusive	Full board	Half board	Breakfast only	Beach/Pool bar	Play-ground	Food Shops nearby	Beach-front	Beach	Wifi	TV	Safe	Mini-bar	Air conditioner/Ventilation	Promoted as family hotel
Phuket	Katathani Phuket Beach Resort***** a	ok a	ok f	ok* a	ok d		ok a			ok a	ok a	ok d	ok d	ok d		<500m f	Kata Noi Beach a	ok** d	ok d	ok d	ok d	ok d	ok d
Phuket	Le Méridien Phuket Beach Resort***** a	ok a		ok a			ok e					ok f	ok e	ok a		ok a	Karon Noi Beach a	ok* e	ok e	ok e	ok e	ok e	ok a
Phuket	Mövenpick Resort & Spa Karon Beach***** a	ok a	ok b	ok a			ok a	ok b			ok b	ok f	ok e	ok b		<500m a	Karon Beach a	ok** e	ok e	ok e	ok e	ok e	ok a
Phuket	Mövenpick Resort Bangtao Beach***** d						ok d					ok d				<500m d	Bang Tao Bay d	ok d	ok d	ok d	ok d	ok d	ok d
Phuket	Outrigger Laguna Phuket***** a	ok a	ok a	ok a	ok f		ok d					ok d	ok d	ok a		ok a	Bang Tao Beach a	ok d	ok d	ok d	ok d	ok d	ok a

**Caption:**

\*=partly payable

\*\*=payable

\*\*\* especially promoted as family room or possibility to have a connected room/apartment/extra bed/two bed rooms

1 child ok = means 1 child in the same room with an extra bed

Source: Table by the author with multiple sources.

a. Hotelplan. (2015, November). *Ferne Traumstrände*. Retrieved on 2016, July 10 from

[https://issuu.com/m-travel/docs/hp\\_fernetraumstraende\\_1516\\_issuu\\_d?e=1246049/14752808](https://issuu.com/m-travel/docs/hp_fernetraumstraende_1516_issuu_d?e=1246049/14752808), p. 19-33, 36-45, 49-53

b. TUI. (2015, November). *Asien*. Retrieved on 2016, July 10 from <http://www.tui-info.de/ICAT/external/tuich/flipcat/id/1337/typ/brochure#/0>, p. 80-109, 108-147, 151-168, 170-176

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- c. asia365. (2015, November). *ASIEN*. Retrieved on 2016, July 10 from <http://valtech.ipapercms.dk/Kuoni/KuoniCH/Asia365/Asien1516/>, p. 108-109, 119-121, 123-126, 129-134
- d. tourasia. (2015, August). *Asien vom Spezialisten : Thailand, Vietnam, Kambodscha, Laos, Myanmar, Malaysia, Brunei, Singapur, Indonesien, Timor-Leste, Philippinen, Hong Kong, Macau*. Retrieved on 2016, July 10 from <https://www.tourasia.ch/de/kataloge/asien-20152016/>, p. 91-94, 97, 99, 101-107, 122, 124-126, 128, 129, 131, 133, 144, 148, 149, 154, 159-162
- e. travelhouse wettstein. (2015, November). *Asien : Thailand, Myanmar, Laos, Vietnam, Kambodscha, Malaysia, Hong Kong, Singapur, Indonesien, Philippinen*. Retrieved on 2016, July 10 from [https://issuu.com/m-travel/docs/tp\\_asien\\_1516\\_dt?e=1246049/31460501](https://issuu.com/m-travel/docs/tp_asien_1516_dt?e=1246049/31460501), p. 64-73, 75, 79-80, 82-84, 94-95, 106, 108, 113, 115-116, 118-119
- f. KUONI. (2015, July). *Asien*. Retrieved on 2016, July 10 from <http://valtech.ipapercms.dk/Kuoni/KuoniCH/KuoniGerman/KuoniKataloge/KuoniAsien20152016DE/>, p. 49-55, 57, 61, 63-64, 68-69, 72-73, 75, 77-78, 81, 89-100, 102-104, 106-107, 109-110, 112-113



## APPENDIX VIII – AWARENESS IN RELATION TO INFORMATION GATHERING (F-VERSION)

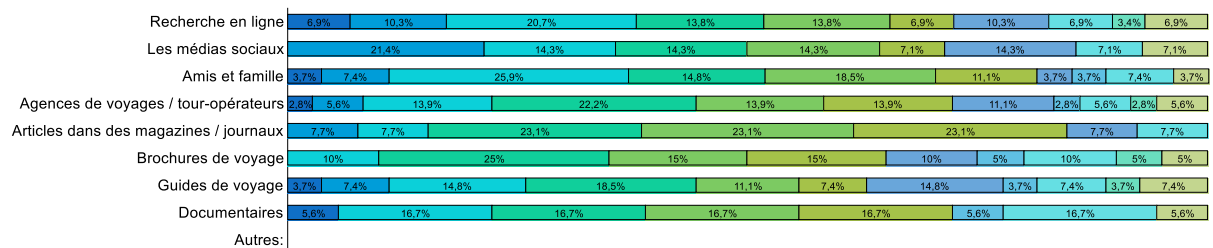
Table 17 – Cross table of awareness and information gathering (F-Version)

Aufmerksam\_Destination\_F, Informieren\_F

	Publicité en ligne	Les médias sociaux	Amis et famille	Agences de voyages / tour-opérateurs	Articles dans des magazines / journaux	Brochures de voyage	Guides de voyage	Affiches	Publicités télévisées	Annonces / annonces publicitaires	Loterie / Concours	Autres:
Recherche en ligne	2	3	6	4	4	2	3	0	2	1	0	2
Les médias sociaux	0	3	2	2	2	1	2	0	1	0	0	1
Amis et famille	1	2	7	4	5	3	1	1	2	0	0	1
Agences de voyages / tour-opérateurs	1	2	5	8	5	5	4	1	2	1	0	2
Articles dans des magazines / journaux	0	1	1	3	3	3	1	0	1	0	0	0
Brochures de voyage	0	0	2	5	3	3	2	1	2	1	0	1
Guides de voyage	1	2	4	5	3	2	4	1	2	1	0	2
Documentaires	1	0	3	3	3	3	0	1	3	0	0	1
Autres:	0	0	0	0	0	0	0	0	0	0	0	0

$p = 1,00$  ;  $\chi^2 = 32,52$  ; DoF = 70 (NS)

Beziehung ist nicht signifikant.



Source: data collected by the author (survey 2016)

## APPENDIX IX – INFORMATION GATHERING IN RELATION TO THE BOOKING CHANNEL (F-VERSION)

Table 18 – Information gathering in relation to the booking channel

Informieren\_F, Buchen\_F

	Recherche en ligne	Les médias sociaux	Amis et famille	Agences de voyages / tour-opérateurs	Articles dans des magazines / journaux	Brochures de voyage	Guides de voyage	Documentaires	Autres:
Agences de voyage / tour-opérateurs	2	1	3	6	3	4	4	3	0
Internet	3	1	2	0	0	0	1	1	0
Nous utilisons les deux méthodes	4	1	3	4	0	2	4	2	0
Nous ne réservons pas à l'avance	0	0	0	0	0	0	0	0	0

p = 0,63 ; Khi2 = 11,71 ; DoF = 14 (NS)

Beziehung ist nicht signifikant.

Agences de voyage / tour-opérateurs	7.7%	3.8%	11.5%	23.1%	11.5%	15.4%	15.4%	11.5%
Internet	37.5%	12.5%	25%	12.5%	12.5%	12.5%	12.5%	12.5%
Nous utilisons les deux méthodes	20%	5%	15%	20%	10%	20%	20%	10%
Nous ne réservons pas à l'avance								

Source: data collected by the author (survey 2016)

## APPENDIX X – HOTEL STARS VS. INCOME AND BUDGET

Table 19 – Cross table of net income per household a month vs. minimum of hotel stars expected (F-Version)

Einkommen\_F, Hotelsterne\_F

	Moins de 4'000	4'001 à 6'000	6'001 à 8'000	8'001 à 10'000	10'001 à 12'000	12'001 à 14'000	Plus de 14'000	Pas de réponse
1 étoile	0	0	0	0	0	0	0	0
2 étoiles	0	0	1	0	0	0	0	0
3 étoiles	0	1	1	1	0	0	0	1
4 étoiles	1	2	0	3	1	0	0	2
5 étoiles	0	0	0	0	0	0	0	0

p = 0,56 ; Khi2 = 8,72 ; DoF = 10 (NS)

Beziehung ist nicht signifikant.



Source: data collected by the author (survey 2016)

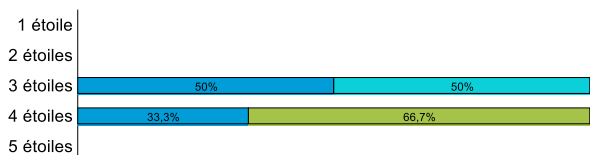
Table 20 – Cross table between repeaters' and first-timers' expenditures and the minimum of hotel stars expected (G-Version)

Ausgaben\_Bereits\_in\_TAT\_F, Hotelsterne\_F

	Moins de 600	601 à 1'200	1'201 à 1'800	1'801 à 2'400	2'401 à 3'000	Plus de 3'000
1 étoile	0	0	0	0	0	0
2 étoiles	0	0	0	0	0	0
3 étoiles	0	1	1	0	0	0
4 étoiles	0	1	0	0	0	2
5 étoiles	0	0	0	0	0	0

p = 0,23 ; Khi2 = 2,92 ; DoF = 2 (NS)

Beziehung ist nicht signifikant.

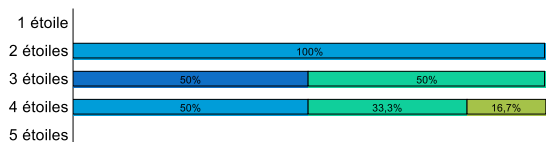


Ausgaben\_Nicht\_in\_TAT\_F, Hotelsterne\_F

	Moins de 600	601 à 1'200	1'201 à 1'800	1'801 à 2'400	2'401 à 3'000	Plus de 3'000
1 étoile	0	0	0	0	0	0
2 étoiles	0	1	0	0	0	0
3 étoiles	1	0	0	1	0	0
4 étoiles	0	3	0	2	0	1
5 étoiles	0	0	0	0	0	0

p = 0,41 ; Khi2 = 6,13 ; DoF = 6 (NS)

Beziehung ist nicht signifikant.



Source: data collected by the author (survey 2016)



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## AUTHOR'S DECLARATION

I hereby declare that I have carried out this final research project on my own without any help other than the references listed in the list of references and that I have only used the sources mentioned. I will not provide a copy of this paper to a third party without the permission of the department head and of my advisor, including the partner company with which I collaborated on this project, with the exception of those who provided me with information needed to write this paper and whose names follow :

- Gerhard Gretz, Gretz Communications AG
- Denduen Luengcheng, Tourism Authority of Thailand
- Kanokkarn Brendle, Tourism Authority of Thailand

Berne, November 22, 2016

  
Ramona Raffaella Sigg